

SOUTHERN AUTOMOTIVE JOURNAL

PASS IT ON!

OWNER ☐
GEN. MGR. ☐
SERV. MGR. ☐
PARTS MGR. ☐
FOREMAN ☐
SHOP ☐

April, 1951

Perfect Circle

Nurlizing

**PROVED in over a
MILLION
INSTALLATIONS—**

with success stories like these:

These are only a few of the hundreds of enthusiastic reports Perfect Circle has received—reports proving that NURLIZING, the exclusive process of sizing pistons quickly, accurately and permanently, gives better engine overhauls while increasing dealer profits.

Get the whole story on NURLIZING today! Call your Perfect Circle Distributor, or drop a line to Perfect Circle Corporation, Hagerstown, Indiana.

"In the first two months we had it, we took in more money on NURLIZING than we did in the last eighteen months with another piston expanding machine..."
L. T. McKeone, Sittler's Auto Parts
Washington, Iowa

"I feel that NURLIZING offers the motoring public something it has never enjoyed before... quieter running engine, longer piston life, and less cylinder wear due to better lubrication..."
Joseph A. Coniff, Famous Race Car Owner
Colorado Springs, Colo.

"... For the past three months, we have rung the bell with 500 pistons a month NURLIZED. Piston ring business doubled, and unit sale is larger on related parts than previous to NURLIZING."
John Spadaro, Malden Motor Parts Co.
Malden, Mass.

"... Through the use of NURLIZING, our piston ring sales and sales on other parts have increased three-fold!... We have not had one complaint on NURLIZING, nor found one account who does not like this method of sizing pistons."
Donald Y. Nicholas, D. G. Nicholas Co.
Scranton, Pa.

ONLY NURLIZING GIVES YOU THESE SEVEN ADVANTAGES:

1. Increases piston diameter to exact predetermined size quickly, accurately, permanently.
2. Permits closer fit without danger of scuffing or scoring.
3. Eliminates piston slap, stabilizes pistons and increases ring life.
4. Insures adequate lubrication with interrupted surface.
5. Is equally effective on new or used—cast iron or aluminum pistons.
6. Enables dealers and Doctors of Motors to do a better overhaul at a lower price.
7. Nurlizing stimulates more overhauls—more related parts sales—more profits for dealers.

Perfect Circle NURLIZING

New life for old pistons—longer life for new pistons

Your Perfect Circle
Jobber has
Nurlizing Service



Now! Easiest to Use...Easiest to Sell



EXCLUSIVE NEW FORMULA!

VENUS® (the Body Beautiful) CAR FINISH

CONTAINS FOR-SIL—The Greatest Development Since Silicones

Here's a famous name in car beauty that's set to chalk up new sales records. VENUS gives you *more* to sell and *more* profit—it gives your customers *more* results. The new VENUS formula cleans and waxes in one easy operation—it's the easiest-to-use of any your customers have ever tried. And most important of all—a VENUS waxing lasts for months, because of the exclusive VENUS wax-fortified formula.

See your WHIZ jobber today!



Fast Selling CLEANER and WAX Combination! **LUSTERIZE® AUTO BEAUTY KIT**

This exclusive WHIZ package is a big profit maker—LUSTERIZE LIQUID CLEANER and the great new LUSTERIZE WAX with SILICONES—packed in a colorful display carton. LUSTERIZE "WIPE-ON" WAX needs no rubbing, no buffing! Special combination value retails at \$1.69!



SOUTHERN AUTOMOTIVE JOURNAL is published monthly by W. R. C. Smith Publishing Co., Marietta, Ga., and Atlanta, Ga.
Subscription rates, United States and Possessions, \$1.00 for one year; Canada and Foreign Countries, \$1.00 per year.
Entered as second class matter at the Post Office, Marietta, Ga., under Act of March 3, 1879.

Volume 31

Number 4

**for
positive
"seal-ability"
use
form-a-gasket
on
all
assemblies**



- Form-A-Gasket No. 1, Fast Drying Paste...Hard Setting
- Form-A-Gasket No. 2, Non-Hardening Paste...Stays Pliable
- Aviation Form-A-Gasket No. 3, Brushable...Remains Tacky



PERMATEX COMPANY, INC., BROOKLYN 35, N. Y.

BREAK A JOINT...MAKE A JOINT tite



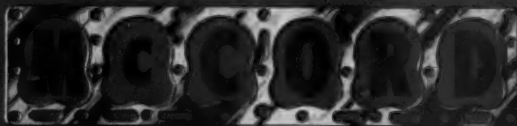
GASKETS

McCORD GASKETS

are Individually Engineered
to **MAKE and KEEP
TITE JOINTS**

With higher service costs, and the shortage of service men power, the importance of always using new gaskets—McCord gaskets—is greater today than ever before. When you break a joint, seal it tite—with a McCord gasket that is tite in quality, fit, and the ability to make and keep a tite joint.

*... they have been doing
so for half a century*



CORPORATION
DETROIT 11, MICHIGAN

*Look at the
new Santay*

**Styl-Flo
VISOR**

Fully contoured to blend perfectly with the lines of the car top. Has that "custom-made" look yet is universal and will fit almost every automobile. Easy and perfect installation... no flutter, no whistle, no rattle. Constructed of heavy gauge steel with polished non-rusting stainless steel trim and soft green glare proof under finish. The greatest value in visors on the market today.

Priced for quick, easy **SALES**... greater profits for **YOU!**



**Suggested
Retail**

\$20⁹⁵

West of Rockies
\$21.95

No. 900 VISOR. Silver gray hammerhead finish for immediate installation. No painting required.

No. 910 VISOR. Prime green finish for re-pointing to match car color.

All visors individually boxed. Shipping weight 9 lbs.

AVAILABLE FOR IMMEDIATE DELIVERY

ONE MODEL FITS MOST CARS AND TRUCKS

351 357 NORTH CRAWFORD AVE. ★ CHICAGO 24, ILLINOIS ★ TELEPHONE SACRAMENTO 2-2400

Everybody
Knows...

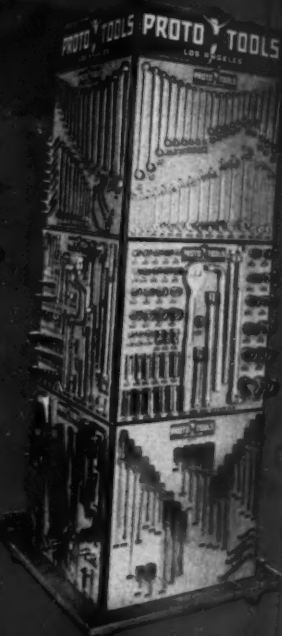
PROTO means
PROfessional
TOols!

TOOLAGRAM



BIG NEWS! PROTO has thin-wall hexagon (6-point) sockets, guaranteed for power or hand use. These sockets can be used wherever a 12-point type will fit, and they are stronger and longer-lived. Hexagon sockets safely turn stubborn, undersized, rusted, damaged or soft metal nuts.

Our smart Adjustahull is believing that men who really know tools demand PROTO every time. Experts know that PROTO gives them outstanding features—special alloy steels, proper forging, scientific heat treating, accurate manufacture, user-tested designs. They also know that PROTO tools are leaders in the field, and that PROTO's extra-long life and sound guarantee protect their tool investment. Your PROTO dealer knows you want the best and has a great many types and sizes of professional tools to meet your needs. Buy them today! Send 10¢ for 68-page catalog to



PLUMB TOOL COMPANY

2214L Santa Fe Ave., Los Angeles 54, Calif.

PROTO TOOLS

REG. U.S.
PAT. OFF.

LOS ANGELES

MADE
IN U.S.A.

Year 'round Service equipment

By removing the Thermostat and hooking up to the upper and lower connections. This is a Must after doing a Motor Overhaul to Insure that the customer will not come back with an Overheating Engine.

City.....Zone.....State.....



Designed especially
for heavy duty

service

GRIZZLY "SILVERTIP"

As you know, continual stops and starts make extra heavy demands on the brake lining of trucks, cabs, and similar vehicles. To meet these severe multi-stop requirements, Grizzly has developed a new semi-rigid type of lining—Grizzly "SILVERTIP."

Moulded into a very dense structure, Grizzly "SILVERTIP" provides longer wear, with peak performance, under extreme service conditions. Yet it retains such other desirable characteristics as soft pedal, quiet operation, and ability to make quick stops repeatedly without fading.

Grizzly "SILVERTIP" is available in undrilled multiple coverage segments and in individually boxed sets, drilled and countersunk to vehicle manufacturers' specifications. It comes in oversizes as well as standard thicknesses. For full details, ask your Grizzly Distributor. Grizzly Manufacturing Company, Paulding, Ohio.



"SYNCHRO-SETS"

For riveting. Famous for nearly 40 years for smooth, soft-pedal, safe stops. Drilled and countersunk to manufacturers' specifications. Individually boxed.

PRECISION BUILT BRAKE BLOCKS

Finished to close tolerances in every dimension, controlled throughout manufacture to assure uniform performance characteristics.



THE BEST YOU CAN SELL!



BRAKE FLUID

Meets or exceeds all S. A. E. standards. Chemically stable. Anti-foam. Moderate duty type for range of 300° to -40°. Heavy duty type, 325° to -60°.

"SAFTIBOND" LINING

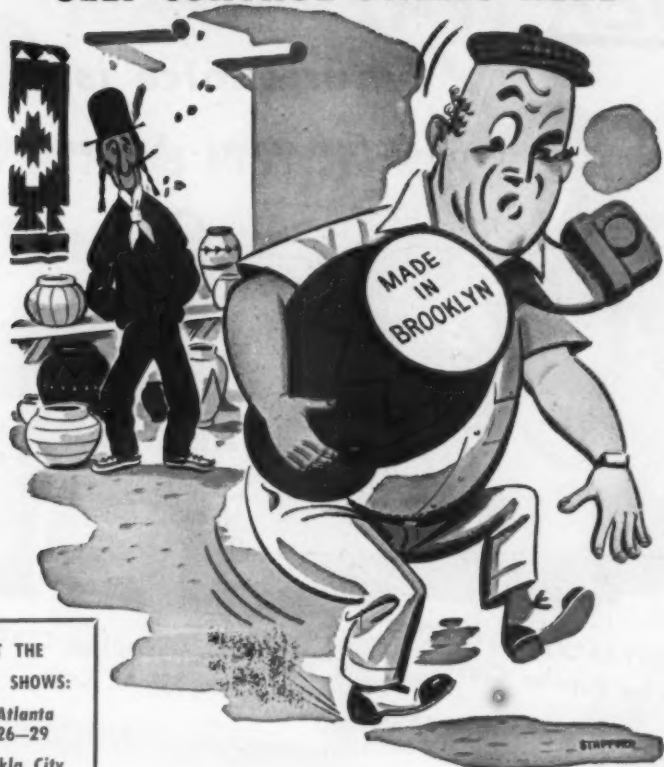
The original lining with factory applied-bonding agent, which saves time, produces cleaner, better results, at less cost.



Bear in Mind ... ask for



SELF-CONTROL STARTS HERE



SEE US AT THE
AUTOMOTIVE SHOWS:

Southeast: Atlanta
April 26-29

Southwest: Okla. City
May 10-13

AND TO RESTORE
ENGINE PERFORMANCE

OIL-CONTROL STARTS HERE

To stop oil-pumping, replace worn
engine bearings

Things aren't always what they first seem to be . . . an oil-pumping engine, for example. Often, the piston rings are wrongly blamed for oil pumping started by worn main, connecting rod or camshaft bearings. *Correction must start at the bearings!* Give the rings a chance to do their own

job—check for worn engine bearings on every engine reconditioning job. Replace with genuine Federal-Mogul bearings, *engineered* for the job of oil control!

FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)

DETROIT 13, MICHIGAN



control oil-pumping where it starts—REPLACE WITH

FEDERAL-MOGUL



EITHER WAY...

your choice is

for faster service . . . better availability!

OK



Buy them either way—they're both "OK"! Sherwin-Williams OK Automotive Finishes are available as you want them—either in factory-packaged, factory-matched colors for most popular cars, or precision-mixed to your individual order.

Either way, you know they're OK for the job. Sherwin-Williams factory-packaged Opex Lacquers and Kem Enamels are not only tinted and matched to motorcar production color standards as originally adopted by the motorcar manufacturers; they are periodically checked in the field as well, against the actual cars delivered to dealers.

You know they're OK, too, because they're specifically formulated for best results *under actual repairs shop conditions*. OK Finishes meet the needs of *your shop*—for beauty of color, for gloss retention, for durability AND for practical application and drying requirements. Ask your S-W "OK" jobber!

The color you want—in the amount you want from a half pint up—when you want it!

Your Sherwin-Williams "OK" automotive jobber offers you this "OK" service, too. Specialized color mixing formulas and special precision mixing equipment with "electric-eye" accuracy, enable him to match and mix car and truck colors from 1939 through 1950!

Better refinishing starts with your "OK" automotive jobber! Call him on your next requirements—you'll find everything needed for the job, from the new faster-sanding Opex Primer-Surfacer to the exact color match in Opex Lacquer or Kem Enamel that you need. Ask for Sherwin-Williams OK Automotive Finishes, or write for location of distributor nearest you. The Sherwin-Williams Co., Automotive Division, Cleveland 1, Ohio. (Export Sales Division, Newark, N. J.)

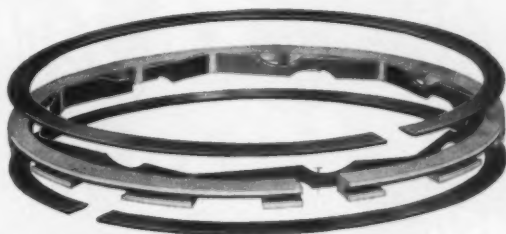


SHERWIN-WILLIAMS

AUTOMOTIVE FINISHES

MOOG X-PLUS PISTON RING SET . . .

#**5-521A**



Brings back

FULL POWER

IN FORD & MERCURY MOTORS

FORD 1946-48, 8 cyl. 100 H. P. • MERCURY 1946-48, 100 H. P. [4 Ring Piston]

This is the piston ring set that expert mechanics depend on to control oil, stop blow-by and eliminate costly comebacks. Designed to do the job—and do it right. Next time try Moog #5-521A in that Ford or Mercury job. You want to please your customers, and this Moog FULL POWER piston ring set does that.

MOOG PISTON RING CO., ST. LOUIS 14, MO.

Division: MOOG INDUSTRIES, INC.



1951 M.E.L.

NEW Sealed-Plastic Package Guarantees Their Sealed-in Mileage!

Factory Fresh

WHEN
YOU BUY 'EM!



SEE THE
DIFFERENCE!

When you break the seal
to open the package
this belt not only looks
Factory Fresh—it is *Factory Fresh*!
The evidence is there before your
eyes...



FEEL THE
DIFFERENCE!

This "black beauty" is
satisfying to the touch.
It's as full of life as the
day it was put into Durkee-Atwood's
exclusive sealed-plastic package...

FACTORY FRESH

WHEN
YOU SELL 'EM!



SMELL THE
DIFFERENCE!

Get a whiff of that fresh-rubber aroma!
It tells you immediately that this is the
V-belt that's really and truly *Factory
Fresh*...

THEY'RE



Copyright 1951, Durkee-Atwood Co.

DURKEE-ATWOOD *Factory Fresh* **V-BELTS**

SEALED IN PLASTIC TO KEEP THEM *Factory Fresh!*

DURKEE-ATWOOD FACTORY FRESH V-BELTS



Stock
the
Cleanest,
Freshest
V-Belts
in town!

Here's the V-Belt Program you've been waiting for!

Durkee-Atwood makes history with the most sensational V-belt development you've ever seen—the sealed-plastic package that guarantees Durkee-Atwood V-Belts to be NEW and *Factory Fresh* when the package is opened. Here's the V-belt with real eye-appeal—protected against deterioration—that builds more sales and brings greater profits per sale!

For your convenience each package carries complete replacement information. You get a cross-reference listing of numbers for all popular belts—plus the cars serviced by makes, years, models and car manufacturer's part numbers—you can't make a mistake!

Find out for yourself what the Durkee-Atwood *Factory Fresh* program means to you. Clip and mail the coupon in the lower right-hand corner for the eye-opening details!

Clean up with Durkee-Atwood V-Belts—they're **GUARANTEED NEW** and *Factory Fresh* whenever you break the protecting seal. No other V-belt has this sales magic—no other V-belt can even come close to matching its colorful, attractive display. You get top quality *always* when you stock Durkee-Atwood V-Belts—*Factory Fresh* when you buy 'em—*Factory Fresh* when you sell 'em!

Get the
amazing "Factory Fresh"
story!

DURKEE-ATWOOD COMPANY

MINNEAPOLIS 13, MINNESOTA

Manufacturers of V-Belts, Rubber
and Chemical Products Since 1890

Durkee-Atwood Co., Dept. SA-4
215 N.E. 7th St., Minneapolis 13, Minn.

Gentlemen: If it means bigger profits, I'm interested. Without obligation, send me complete information on *Factory Fresh* V-Belts and name and address of your nearest jobber.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

Q Question:

...do **97%** of your customers return regularly for service?

A

Answer: **E. H. Shuck's customers DO!**

And there's a reason! This Newbern, Tennessee, Ford dealer recognizes that his lubrication department is more than just a place to sell odd grease jobs—at \$1.50. Teaming up with Alemite's customer attracting "Magnet Plan" he's built his lubrication department into a top money-maker (now has over 700 "regulars" on his list). In addition he's turned it into a steady "feeder" department for building parts and service business all through his shop. The result: 97% of his new car customers now return to him for service!



Check these...

**Alemite "Magnet-Plan" Services
Only Alemite Gives You All 11—
Fully Tested, Fully Proved!**

1. Counsel and concrete assistance from one of the 300 Alemite Service Promotion Specialists.
2. Powerful Alemite National Advertising—year after year—pre-selling lubrication prospects for you.
3. "Business Expander" follow-up systems.
4. "Prescribed Lubrication" program.
5. Sales-building seasonal campaigns.
6. "Gusher Plan" . . . to build motor oil sales at the service bay.
7. "Sales and Service Security Plan" including the 30,000-mile guarantee for new and used cars and trucks up to 1 ton.
8. Monthly Analysis Sheets, to prove increased service sales.
9. Specialized Lubrication Service.
10. Electronic Wheel Balancing Service.
11. Underbody Coating Service.

Alemite Equipment for—



Underbody Versal Pump



Marshall Line Pump



Viol-Drum Pump



Bucket Line Pump



Electronic Wheel Balancer



Wall Alemite

THE ALEMITE "MAGNET PLAN" will show you how!

Fully tested! Fully proved by Alemite—the oldest, most reliable name in lubrication. This "Magnet Plan" is your key to more profitable service business all through the year, in every department. Simple, easy-to-follow, it brings you the "result-getting" ideas and services that pull in customers, build more regular business, and pro-

duce more repeat business year after year. Find out first hand how well these exclusive Alemite "Magnet Plan" features fit your needs, your manner of operation and most of all your desire to get more good-paying service business more often! Call your Alemite Distributor or write Alemite, 1826 Diversey Pkwy., Chicago 14, Ill.

Sensational Alemite

30,000 MILE GUARANTEE
The most liberal ever offered! To your customers it's a bonus from you—protection IN WRITING against failure of any lubricated part in motor, chassis, and gears due to faulty lubrication for 30,000 miles or 2½ years, whichever comes first. Ties your customers to you for the length of the guarantee.



ALEMITE
Oldest, Most Reliable Name in Lubrication

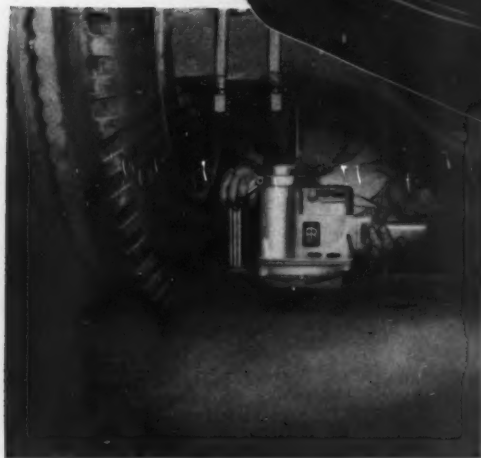
NEW and **MOST POWERFUL**

ROTARY ELECTRIC
IMPACT TOOL



SIZE 34-U FOR 1 $\frac{1}{4}$ " BOLTS

**Weight—32 $\frac{1}{2}$ lbs.
Height—10 $\frac{3}{16}$ "
1" square driver
Plugs into any 110 volt outlet**



**... makes the toughest
jobs easy.
... sold by leading automotive
jobbers and distributors.**

Ingersoll-Rand

11 BROADWAY, NEW YORK 4, N. Y.

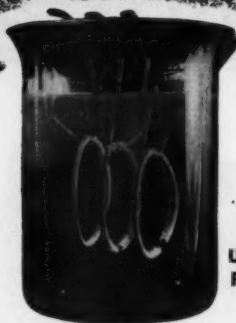
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621-10



ALTINIZING THE FINEST OF ALL PISTON RING COATINGS!

ACID TESTS PROVE IT!



UNRETACHED
PHOTOGRAPH

FRICTION causes motor wear . . . but so does **ACID ACTION**! Acids duplicating those formed in a motor are shown in the glass container. Note the acid attacking the two ordinary rings at the right causes bubbles to rise. In motor operation that means wear. Now note no bubbles rise from the ring at the left because it is **ALTINIZED**! That means less wear.

LEAK-PROOF RINGS ARE SCUFF PROOF RINGS



PISTON FITTED
WITH ORDINARY RINGS

This picture shows scuffing and wear during break-in period. Rings have never been seated and worn surface prevents proper seating action. Thus effective Ring operation is impaired.



PISTON FITTED
WITH ALTINIZED RINGS

1. Rings and piston show slightest possible scuffing and wear during break-in period.
2. Rings seating properly.
3. Positive sealing action of rings due to fine bearing surface—Altinized finish.
4. Successful ring operation due to lack of scuffing and premature wear; proper seating of rings, and positive sealing action.

McQUAY-NORRIS MANUFACTURING CO.

Yours for the Asking



THIS COMPLETE SERVICE ENCYCLOPEDIA

This SERVICE ENCYCLOPEDIA comes with a heavy cover, and is wire bound for long use... It tells you HOW to SELL the JOB through pages that show the customer just what you do... It tells you HOW to DO the JOB by means of pictures on TUNE-UP jobs, RING jobs, OVERHAUL jobs and many others... It tells you HOW to PRICE the JOB with rate charts, work time, etc. Here is a book full of information every service department needs... and...

It's Yours for the Asking **Here's How TO GET THE SERVICE ENCYCLOPEDIA**

Simply place an order for four sets of LEAK-PROOF Piston Rings. You select the sets you want. You will be billed for the sets at your regular price by the McQuay-Norris jobber from whom you buy. HE WILL SEND THE SERVICE ENCYCLOPEDIA AT NO EXTRA CHARGE. The most liberal offer we have ever made.



McQUAY-NORRIS MFG. CO. St. Louis 10, Mo.

Please send full details on "HERE'S HOW" to:

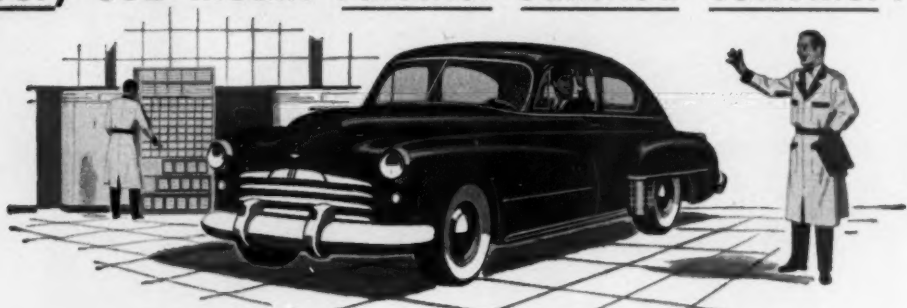
Name _____

Address _____

City _____ Zone _____ State _____

LEAK-PROOF PISTON RINGS

When You Sell Stromberg Carburetors Every Job means Another Satisfied Customer...



Stromberg
CARBURETORS
Stand for
Quality!



Stromberg® Carburetors have long been famous for better performance, and more miles per gallon. It is also a fact, that Stromberg Carburetors *last longer*. These qualities are basically the result of exclusive engineering features, scientific design and mechanical simplicity. Therefore, when you sell a Stromberg Carburetor, you realize much more than the immediate profit on the sale; for Stromberg Carburetors go right on building good business through good will as long as they are in service.

*U.S. S. PAT. OFF.

Bendix SOUTH BEND

PRODUCTS DIVISION INDIANA
Standard Equipment Sales: Elmira, N. Y.

...WITH

Easier Starting

Smoother Power

More Miles per Dollar!

YOU SELL

PREMIUM FEATURES AT

NO PREMIUM IN PRICE!

ANTI-PERCOLATOR—A Stromberg feature which prevents waste of gasoline and hard starting when the engine is hot.

ECON-O-METERING—Separate and positive metering systems for the cruising range and high speed operation assures utmost economy under all conditions.

ACCEL-ABILITY—Positive and smooth acceleration that satisfies the most critical driver.

BALANCED RATIO—A sealed unit that automatically controls the amount of gasoline used in proportion to the amount of air. This means additional economy.

SIMPLICITY—Fewer working parts result in long wear and low maintenance costs.

These Bendix signs stand for good business and for good business relations between factory, dealer and customer.



Replacement Carburetors—Repair Kits



Hydromatic® Power Brakes—Trailer Power Braking Systems



Original Equipment on most cars



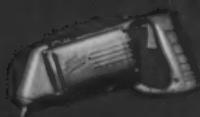
Cold Immersion Parts Cleaner saves time and money

Expert Sales: Bendix International Division, 72 Fifth Avenue, N. Y. 11, N. Y.

*Service
the
cars
with
the
tools
that
build
them!*



VALVE GRINDERS



SEAT GRINDERS



IMPACT WRENCHES



DRILLS



SANDERS



POLISHERS



Thor

PORTABLE POWER

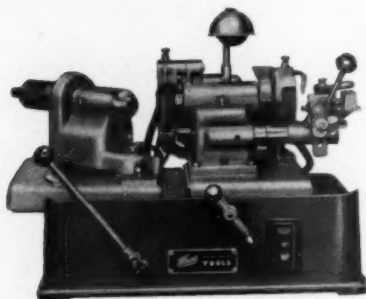
TOOLS

VALVE SHOP EQUIPMENT

Service the cars with



8 COMPLETE SHOPS available, equipped with either No. 100 or No. 99 Refacer, Seat Grinder, wheel dresser, cabinet and accessories.



THOR MODEL 100 VALVE REFACTOR—Wet type, capacity $\frac{1}{4}$ " to $\frac{11}{16}$ ", extra heavy construction, speed chuck, lapped collet gear driven by own individual motor, complete with 4-purpose micrometer-feed butt grinding wheel and fixture.



HEAVY DUTY SEAT GRINDERS

Capacities to $2\frac{1}{2}$ " Wheel. 10,000 or 12,000 R. P. M.

COMPLETE LINE OF VALVE SHOPS

Silver Line DRILLS



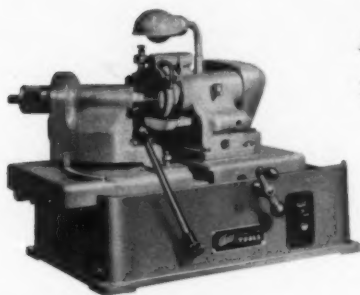
Complete Line, $\frac{1}{8}$ " to $1\frac{1}{2}$ "
Standard and Heavy Duty—For Every Shop Need
DRILL STANDS available for all sizes

The Thor SILVER LINE represents the highest quality in portable electric tools... polished, die-cast aluminum housings; heavy duty ball bearing motors; heat-treated alloy steel gears; sealed switches... everything designed for greater convenience and long-lasting tool service.

the tools that build them!

Thor

TOOLS



THOR MODEL 99 VALVE REFACTOR—Wet type, capacity $\frac{1}{4}$ " to $1\frac{1}{16}$ ", same heavy duty construction as Model 100, but without butt-grinding wheel. Separate fixture, shown at right, permits butt-grinding valves, rocker arms, tappets on refacer wheel.



EXTRA HEAVY DUTY SEAT GRINDER

Capacity to 4" Wheel.
8,000 R. P. M.

ACCESSORIES, WHEELS, PILOTS, ETC. AVAILABLE



6 STANDARD VALVE SEAT KITS

Many Specials
Expanding and Plug Pilots

POLISHERS • SANDERS



7" Pad or Bonnet
Standard and Heavy Duty—1400 R. P. M.



7" and 9" Disc Size
Standard and Heavy Duty—4500 R. P. M.

Thor

Greatest power tool development since the invention of the electric drill! Remove "frozen" nuts in a jiffy—drill, tap, drive screws and nuts, wire brush, grind, sand, etc., with these versatile tools!

IMPACT WRENCHES

AIR



Reversible

5 BASIC SIZES
1/4" to 1 1/4" capacity
Operate on Minimum Air

Silver Line ELECTRIC



Reversible

3/8" and 5/8" Capacity
Extra Sturdy Construction. Will
not stall or burn out under load.



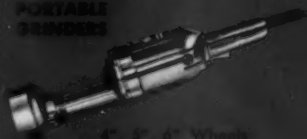
KITS Thor Electric Impact Wrenches are available with Carrying Cases, complete accessories.

WHEEL GRINDERS



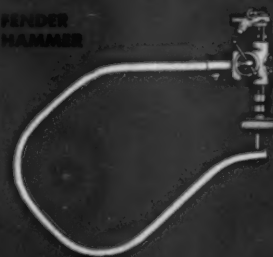
6" to 10" Wheels
Standard and Heavy Duty

PORTABLE GRINDERS



4", 5", 6" Wheels
Shock Absorber Spindle

FENDER HAMMER



Complete Equipment for
All Turin Taps, Hoods,
Sides, Doors and Fenders

THOR MULTI-MATIC AIR TOOL KIT



8 Tools in One. With Complete
Accessories for Drilling, Hole Saw-
ing, Grinding, Wire Brushing, Saw-
ing and Polishing.



INDEPENDENT PNEUMATIC TOOL COMPANY • AURORA, ILL.

MINNEAPOLIS ST. LOUIS CHICAGO CLEVELAND DETROIT PITTSBURGH ST. PAUL SEATTLE
LOS ANGELES SAN FRANCISCO NEW YORK PHILADELPHIA LONDON, ENGLAND SINGAPORE HONGKONG MANILA

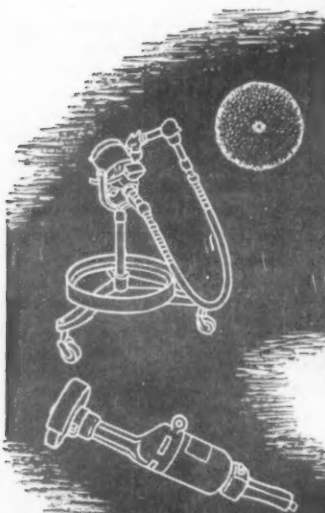
See "TOOLS—ELECTRIC" in Your Local Telephone Directory

Dependability

for exacting jobs...

that's the
37 year record of
SIOUX TOOLS

For Speed ... Ease ... Reduced Costs
... Greater Profits—Shops everywhere
depend upon SIOUX TOOLS.



Action picture of SIOUX Electric Polisher.
Balanced operation ... no swirls ... just
exceptional polishing.

Sold only thru Authorized SIOUX Distributors

STANDARD THE

ALUMINUM & CO. INC.



WORLD OVER

SIOUX CITY, IOWA, U.S.A.



SPARK PLUGS



BIGGEST PLUG PROMOTION IN AC HISTORY!

Now, at the height of the Spring Tune-up season, AC gives dealers the most tremendous advertising and promotion support ever known for a single month. Full and half-page ads, featuring the robin picture, appear in Saturday Evening Post, Country Gentleman, Progressive Farmer and other leading publications.

WINDOW POSTER, with the picture shown at left, goes to every Registered AC Dealer.

If you're not registered through AC, you're missing a golden opportunity. See your AC wholesaler at once.



AC FLEXIBLE GASOLINE AND OIL LINES

Also Make-up Kit, complete with 12 feet of hose and variety of fittings.



AC GASOLINE STRAINERS

Packed in Counter Merchandiser for display and easier sales.



AC Aluvac Oil Filter Element

AC Aluvac OIL FILTER ELEMENTS *The Fastest-Growing Filter Line*

You can cash in for extra profits with both these AC quality products. AC Aluvac Elements . . . with twice the dirt-trapping capacity of the average element and nearly twice the life . . . offer a new standard of quality in the filter element field. With Buick now standard equipped, with Oldsmobile continuing AC as factory installed accessory, and Chevrolet and Cadillac using AC as factory optional equipment, the market for AC Aluvac Elements is booming. AC Oil Filters answer the growing demand for complete filter installations with a type and size for practically every engine.

AC

**OIL
FILTERS**

America's First and Finest FUEL PUMPS *There Are None Better*

Nine out of ten of all new American automotive vehicles were factory-equipped with AC Fuel Pumps. AC has led the fuel pump parade since it originated the fuel pump 24 years ago . . . 100,000,000 built, 40,000,000 in daily use. Here's an enormous market for replacement sales . . . an easy-to-sell market because vehicle owners know, from their own experience, the dependable performance AC Fuel Pumps assure. Put AC's in stock and get the sales that come with America's first and finest fuel pump.

AC

**FUEL
PUMPS**



AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION



AC AIR CLEANERS AND ELEMENTS

AC Air Cleaners used as equipment by 80% of car manufacturers.



AC SPEEDOMETER CABLE-CASING ASSEMBLIES

Also tailor-made cables, or bulk cable and casing, with parts.

ONE LIABILITY SUIT CAN TAKE EVERYTHING YOU OWN

**It Costs But a Few Dollars
More a Year to Raise the
Limits of Present Policies**

A sidewalk collapsed in front of an Illinois store plunging three women into a twelve foot pit. One woman was killed, the others seriously injured. Suits of \$110,000 followed against the store, the building and the city.

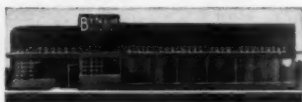
In an Illinois Hardware store a farmer buying some wire fence followed the clerk back through a dark room where he was not expected to go. He was killed in a fall through a trap door to the basement. His heirs won \$5,280, affirmed by the Illinois appellate Court.

In River Rouge, Michigan, Christmas decorations pulled a brick parapet wall down to the sidewalk, crushing an 8 year old boy to death. Parents sued the building owner, decorating company and the city for \$50,000.

A periodic survey of the amount of liability insurance protection carried compared with current hazards is needed, so that, if even a small accident brings a big judgment, it need not mean financial disaster.

When someone is injured in your building, on your premises, or by your car or truck, liability insurance takes over, assumes full responsibility, pays all costs for first aid, makes a complete investigation, conducts the trial and pays the legal expense, pays court costs, and pays any judgment or out of court settlement, up to policy limits. There remains the important responsibility of seeing that you have the proper liability coverages with adequate limits. Because this requires thorough insurance knowledge, you are invited to consult without obligation, your friendly Federated man. You'll like his expert counsel, and thorough service. For his name consult your classified telephone directory or write us.

A LETTER FROM A POLICYHOLDER



"Just want to let you know that I am pleased to be doing business with Federated Mutual.

"It is my belief that your company has a sincere interest in the farm implement dealer and his problems.

"Without hesitancy, I recommend Federated Mutual to other implement dealers who want an adequate insurance program at substantial savings."

Yours very truly,
BYNUM IMPLEMENT
COMPANY

GUY L. BYNUM, President
Moultrie, Georgia

Our "justice" is silly. If a man robs you, you must help support him in prison, whereas he should work and repay you.

A psychologist is a man who, when a beautiful girl enters the room, watches everybody else.—BRUCE PATTERSON. *English Digest* (London).

SUPPORT YOUR ASSOCIATION!

One of the many services for association members is the availability of business forms and supplies. These include pay roll record blanks, repair order forms, pay roll envelopes, inventory control cards and other business supplies. You benefit by the purchasing power of the entire membership. It's good business to support your association and take advantage of its services.

Questions about Insurance?

Ask *Federated's*
QUESTION BOX

Q. An insured admitted his responsibility for an accident and paid the claimant \$50.00. Is the insured entitled to reimbursement of \$50.00 from his automobile insurance carrier?

A. No. The insured shall not, except at his own cost, voluntarily make any payment, assume any obligation or incur any expense other than for such immediate medical and surgical relief to others as shall be imperative at time of accident.

Protect Yourself with Installment Sales Insurance!

When merchandise sold on time payment is destroyed your equity in such merchandise is in jeopardy. If your customer had it covered or if he has ample personal resources you will undoubtedly recover. But if you do not like these "ify" conditions you will want the positive protection of installment sales insurance!

The best part of installment sales insurance is that it is so simple to add its cost to the merchandise when making the sale. It is so low and so sound that no purchaser objects.

For full details call the Federated Mutual man.

SAFE BETS



THE IDEA OF FIXING THAT LAMP'S NOT SO HOT—DON'T FOOL AROUND WITH WIRES, IF YOU DON'T KNOW WHAT'S WHAT!

EVEN A ONE-MAN STATION CAN NOW GET PROFITABLE REPLACEMENT RADIATOR HOSE BUSINESS!



Voit
FLEXIBLE AUTOMOTIVE HOSE
For the Life of your car



You need only 18 Voit Hoses for 100% service

28 DOLLAR INVENTORY FITS ALL CARS—1936-51 car is covered by 18 sizes. (Kit contains 25 pieces to allow for V-8's.) It takes approximately 147 ordinary hoses to match this versatility. No slow moving, obsolete inventory. Inventories adjusted at any time—without penalties.

NO MECHANICAL ABILITY—NO SPECIAL TOOLS are required for installation—a 10-year-old could handle it.

5-MINUTE INSTALLATION on 99% of cars. Makes bigger profits by eliminating excessive labor.

REALLY FLEXIBLE (not wire bound)—a baby can bend Voit Flexible Hose easily. No rigid wire binding to crimp or collapse hose. An integral part of the tough body is the rugged steel spring which adds flexibility, strength, easy adjustment to length, any job requirement. 180 bends—twists—curves! Never before such adaptability.

EXCEEDS S.A.E. AND A.S.T.M. REQUIREMENTS—developed for U.S. Air Corps. Exceeds S.A.E. and A.S.T.M. burst requirements for curved hose. Official—factory approved.

DEPENDABLE SOURCE OF SUPPLY FROM A FAMOUS MANUFACTURER—Voit—nationally recognized for over 25 years as one of America's leading manufacturers of premium quality rubber products.

PATENT NOS. 2,398,059 AND 2,430,081. OTHERS PENDING.



You are protected against defective merchandise!

THE ONLY RADIATOR HOSE WITH
THE VOIT GOLD SEAL GUARANTEE

All hose guaranteed against defects—not for time—not for mileage—but for the life of the hose!

For details and the name of your local distributor, wire collect to

Voit

*America's Finest
Automotive Hose*

LOS ANGELES—1600 East 25th Street
CHICAGO—350 West Ontario Street

A black and white photograph of a man in a white shirt and tie, focused on polishing a car's headlight with a SKIL electric polisher. The polisher has a large, light-colored circular buffing wheel. The car's body is dark and highly reflective, showing highlights from the scene. The background is dark and out of focus.

SKIL Polishers

Job-Proved

at Winnetka Ford Sales, Inc.

for the best polishing jobs!



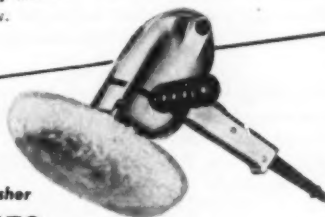


"My men don't get tired using this SKIL Polisher"
SKIL Polishers are easier to handle at any angle, in any position. The close-coupled design gives good balance. Control is easy... with no interference from strong "whip" or vibration. Light weight.

"SKIL Polishers get into small corners"
The design is compact, gets into hard to reach spots, eliminates much hand spotting. Count on SKIL Polishers for a good job and a thorough job... fast!

"We've needed no service on our SKIL Polisher"
SKIL Polishers are ruggedly built, full-powered... designed to give the best service in the automotive field. No costly shut-downs... no repair delays.

Put time-saving, work-saving SKIL Polishers to work in your own jobs. Quickly pay for themselves in time and work savings. Call your SKIL Distributor now.



**SKIL Polisher
MODEL 570**

Compact, special duty. Recommended for small garages, service stations, and dealer service departments. Weight: 7 pounds; overall length: 9½ inches, not including pad. Pad: 7 inches. Speed: 1300 r.p.m. Left side handle.



"Our **SKIL** Polisher does the work better and faster"

says George Woodbury, Service Manager of the
WINNETKA FORD SALES, INC.

555 Chestnut Street
Winnetka, Ill.

This SKIL Polisher is on the job 5 or 6 hours every day... saving time in polishing jobs, making the work easier, and doing better work too. SKIL Polishers are light in weight, powerful, perfectly balanced. Full 7-inch pad speeds work, makes it four times faster than hand polishing. Compact design. Economically priced. This is the polisher preferred by the men on the job and the service manager responsible for the job.



**SKIL Polisher
MODEL 307**

Standard duty. Recommended for heavier, longer duty in every type of auto servicing business. Rear grip and bail handles... covered with molded rubber sleeves. Side handle for optional use. Weight: 10½ pounds; overall length: 16¼ inches, not including pad; pad: 7 inches. Speed: 1400 r.p.m.

SKIL Polishers include the following equipment:

7-inch molded rubber backing pad; sponge rubber polishing pad; lambwool polishing bonnet; disc clamp wrench; and 3-wire cord and connector.

SKIL Products are made only by SKILSAW, INC.

5033 Elston Avenue, Chicago 30, Ill. • Factory branches in principal cities

In Canada: Skiltools, Ltd.,
66 Portland Street, Toronto, Ont.



**SKIL Bench
Grinder**



SKIL Drill



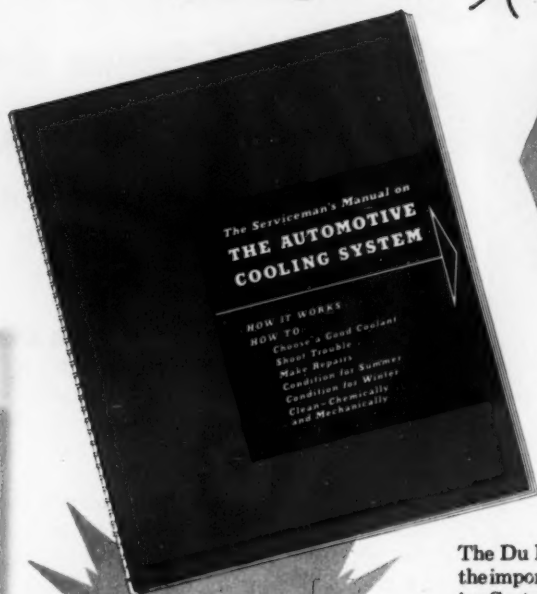
**SKIL Hand Sawn
Cutter**



**SKIL Wire
Sander**

SKIL
PORTABLE TOOLS

Plenty of profits ^{for you} under the hood



Get them out with this
**Du Pont Cooling System
Service Manual**

Helps you sell more of all four
... cooling system service,
parts, chemicals, and anti-freeze

More than 20,000
dealers already
have joined the
**Du Pont Cooling System
Specialists Program.**
Ask your jobber
about it today.

The Du Pont Cooling System Manual is just one of the important features of the "Zerone"-"Zerex" Cooling System Specialists Program—and what a feature it is! With it, you'll be able to spot your customers' cooling system troubles faster—speed up repairs—and sell cooling system service the year 'round at a good profit to you. Big diagrams, and simple, easy-to-understand text explain the entire cooling system in a way that even your greenest employee can understand. That makes it an excellent training manual, too.

With car prices where they are—and new cars getting scarcer—your customers are open to suggestions on ways to make their cars last. Cooling system service is one way—and a profitable one for you!



Dealers who use the Du Pont Manual receive this special emblem, which is featured in "Zerone"-"Zerex" advertising.



BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

"ZERONE"—\$1.50 A GAL. Every year more motorists buy "Zerone" anti-freeze than any other brand. Order this fast seller now, to make sure to get your share of the growing market for standard-priced anti-freeze.



"ZEREX"—\$3.75 A GAL. "Zerex" anti-rust anti-freeze is the new favorite among premium-priced anti-freezes. When you stock both "Zerone" and "Zerex," you're in a position to meet the needs of all your customers.

REG. U. S. PAT. OFF.



PARTNERS IN SERVICE

1 out of 4



Important Facts For Independent Garage Men

You're sure of a large, continuing demand for the parts you obtain from your Chevrolet dealer—because more than one out of every four vehicles on the road today is a Chevrolet. Be prepared for this constant, profitable service market. Order your supply of Genuine Chevrolet Parts today.

You and your Chevrolet dealer are a combination that can really step up your service business. He carries a well balanced stock of quality parts. You can use these to increase service efficiency . . . to increase customer satisfaction. And remember, your Chevrolet dealer is always ready, willing and able to lend you a hand on any service problem.



FOR YOUR BEST DEAL

DEAL WITH YOUR CHEVROLET DEALER



Here's Why Over 9,000 Dealers Sell

① MOST PROFITABLE LINE

Combines highest volume of sales with generous margin of profit.

② MOST "ASKED FOR" BRAND

Seat cover buyers ask for Howard Zink Seat Covers because of national advertising.

③ MOST PATTERNS AND MATERIALS

The widest range of materials and constructions are available.

④ MOST FOR THE MONEY

Howard Zink Covers install easier, fit better and have greater appearance appeal.

Our Representative Will Tell You The Full Story.
Write Us And We Will Have Him Call On You.

Howard Zink

AUTO SEAT COVERS

as advertised in . . .



PLASTIC FABRICS

Beautiful colors in both bold and neat patterns are available in woven saran plastic fabric.

RAYON CLOTHS

Their lustrous satin-like beauty is offered in three most wanted solid colors: maroon, blue and green.

PLASTIC COATED FIBRE FABRICS

Smooth, dirt-resisting, easily cleaned fabrics in colorful patterns.

Howard Zink

(World's largest manufacturer of auto seat covers)

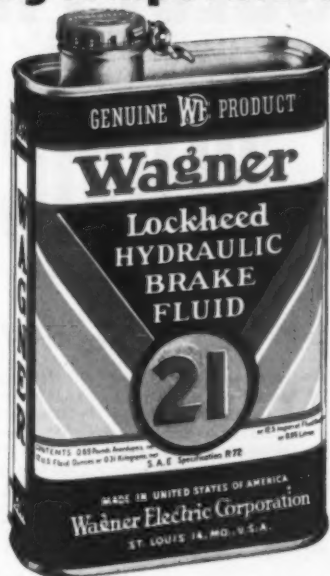
THE HOWARD ZINK CORPORATION, Cincinnati, Ohio, Branches: N. E. Ohio, South, Calif., Charleston, Miss.

For All Seasons

WAGNER LOCKHEED BRAKE FLUID functions under all driving temperatures

You can't beat Wagner Lockheed Hydraulic Brake Fluid for dependable performance under all operating conditions... in all seasons. It mixes with any other approved type of fluid your customer may have in his brake system. Wagner fluid maintains its chemical characteristics and lubricates the brake system over the operating range of temperatures. It forms no gummy residue and will not harm metal or rubber parts. Surpasses S. A. E. standards.

You can depend on Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers. See your nearest Wagner Jobber, or write us for details. Ask for Bulletin HU-17H on "Hydraulic Brake Service."



...and all from **ONE** source..... your Wagner jobber....



WAGNER LOCKHEED HYDRAULIC BRAKE PARTS—a complete line, covering all makes of cars and trucks, including seldom used, slow-moving parts not easily obtainable elsewhere.



WAGNER CoMoX BRAKE LINING—offers complete coverage for all your needs... in sets, rolls, blocks, slabs and cut segments. A non-compressible, long-wearing lining of uniform texture.

Wagner Electric Corporation

6362 PLYMOUTH AVE., ST. LOUIS 14, MO., U. S. A.

(Branches in Principal Cities and in Canada)

Wagner ...the best known
name in brake service

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • WAGNER • CoMoX BRAKE LINING • WE BRAKES
TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL CRAN BRIDGE BRAKES



UNITED MOTORS LINES

HAVE THE

BIGGEST PRE-SOLD MARKET

IN THE

SERVICE INDUSTRY

The Best-Known Names

DELCO Batteries

AC Gauges, Speedometers
and Rebuilt Fuel Pumps

SAGINAW Jacks

MORaine Engine Bearings

DELCO Radio Parts

ROCHESTER Cigar Lighters

HYATT Roller Bearings

INLITE Brake Lining

HARRISON Heaters

NEW DEPARTURE

Ball Bearings

GUIDE Lamps

DELCO Clocks

DELCO Shock Absorbers

MORaine Gasoline Filters

HARRISON Thermostats

DELCO-REMY Starting,

Lighting and Ignition

KLAXON Horns

HARRISON Radiators

ROCHESTER Carburetors

DELCO Hydraulic Brakes

ORIGINAL EQUIPMENT!

Over 50% of today's cars, trucks and buses are originally equipped with one or more of the famous products in the United Motors lines. That's why every second car that passes your place of business is a potential prospect—a pre-sold customer!—when you handle United Motors lines.

UP-TO-THE-MINUTE DATA!

The latest, accurate information on service as well as parts is offered by United Motors to save your on-the-job time and stop your after-the-job complaints. There are many other United Motors Service advantages such as aggressive merchandising to boost your business.

WHO'S WHO IN THE AUTOMOTIVE INDUSTRY!

A list of the United Motors lines reads like a roll call of the industry's giants. Likewise, the United Motors distributor and staff for your area are men of importance, backed by long and valuable experience in the automotive service business. Why not talk with your United Motors distributor soon?—You'll find his friendly counsel invaluable.



UNITED MOTORS SERVICE

Division of General Motors Corporation

General Motors Building, Detroit 2, Michigan



**Over 100 million
advertising messages**

to tell and sell your customers
that you are featuring
these ultra fine
products!



**DON'T WAX IT —
MAC'S IT**



**FINEST OF ALL
THE SILICONES**



**KEEPS
RADIATOR WATER
CRYSTAL CLEAR
FOR OVER A YEAR**



**USUALLY STOPS LEAKS
IN 30 SECONDS**

LIFE

Collier's

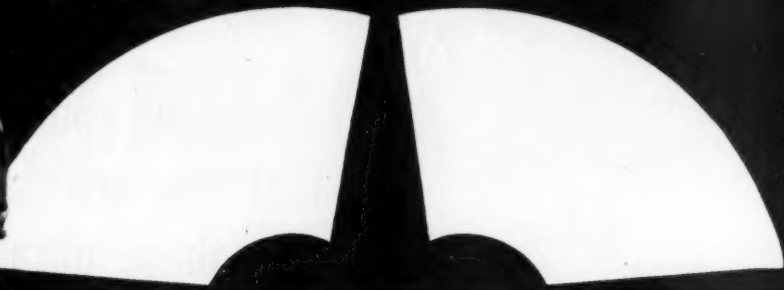
Farm Journal

POST

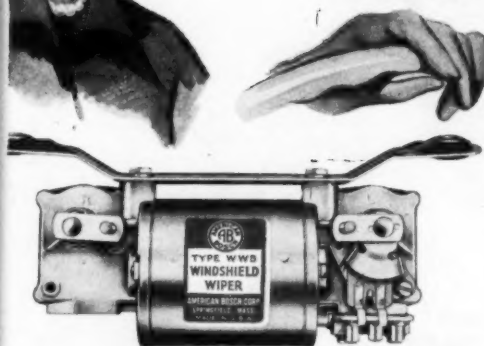
CHRISTIAN SCIENCE MONITOR



Put these **TWIN ARCS of CONSTANT VISION**
between drivers and TROUBLE!



AMERICAN BOSCH DIRECT ELECTRIC DRIVE DUAL WINDSHIELD WIPERS



- ▶ Direct, electric drive with constant action regardless of engine load or speed.
- ▶ Synchronized, two speed operation of Dual arms and blades. Tandem or opposed wiping motion.
- ▶ Fully automatic blade parking, adjustable to suit installation. Arms up to 12" long. Blades up to 14". Wiping angle up to 118°.
- ▶ Bad weather power—30 inch/lbs. torque per blade. Thermal cutout protects wiper motor against overload.
- ▶ Available for 6 or 12 volt systems. For cars, trucks and tractors.

When the weather turns bad, that's when your customers need constant, good vision on the road. You can put them on the clear route to safety with American Bosch **DIRECT ELECTRIC DRIVE** Windshield Wipers. Regardless of engine speed, load or acceleration, they *always* function with unfaltering, synchronized action, because they operate independently of the engine. There's no lag or stuttering of the wiper blades, even in the roughest weather.

Ask about Model WWB—designed for swift, simplified dual installation under cowl on late model cars and trucks. Model WWA for vehicles requiring single wipers also available for header mounting. Rugged, heavy duty American Bosch construction guarantees years of trouble-free service. Write **NOW** for details on this sales-active conversion unit. Already in wide use as original equipment, these Dual Wipers are today's answer to greater safety. You can sell good vision in bad weather—at a real profit!

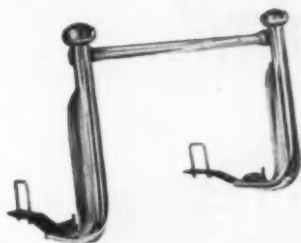


American Bosch

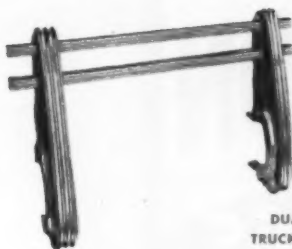
MAGNETOS • GENERATORS • VOLTAGE REGULATORS • IGNITION COILS
ELECTRIC WINDSHIELD WIPERS • DIESEL FUEL INJECTION EQUIPMENT

AMERICAN BOSCH CORPORATION • SPRINGFIELD 7 • MASS.

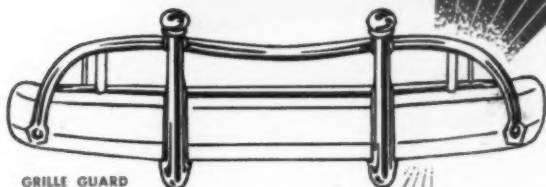
ENGINEERED



GRILLE GUARD
TRUNK GUARD



DUAL RAIL
TRUCK GUARD



GRILLE GUARD
WITH WINGRAILS



ADJUSTABLE
LICENSE PLATE
FRAME

Over 1,000,000
Pairs Sold

CELLO

GRILLE GUARDS

... FOR MORE
PROFITS
AND BETTER
PROTECTION

FINEST QUALITY
CUSTOM STYLING
EXTRA STRENGTH
GUARANTEED FINISH
EASY INSTALLATION

You want extra profits . . . your customers want the best protection for their cars. When you sell CELLO both you and the customer are satisfied, because Cello Grille Guards are specifically ENGINEERED to provide the finest protection money can buy.

Only top-quality materials and workmanship go into the making of Cello Guards.

Join the thousands of successful merchandisers who are now featuring Cello Grille Guards, and get your share of the extra profits the complete Cello line provides. Styles to fit all makes. 1946-1951.

For full information on Cello Guards and License Plate frames write to the factory today for FREE catalog pages and price lists.

your GUARD for life

Cello Products Co.
161 Prescott Street
East Boston 28, Mass.

SUMMER AHEAD!
Install

DEPENDABLE
CHAMPION
SPARK PLUGS



Nearly 44 Million Reproductions
of this CHAMPION Reminder Poster
are Going Out NEXT MONTH!

Tie-In with It!

Get and Display Your Poster NOW
to Increase YOUR CHAMPION SALES
and PROFITS! Available from your Champion represen-
tative or jobber salesman on request.

Be a CHAMPION DEALER—IT PAYS!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

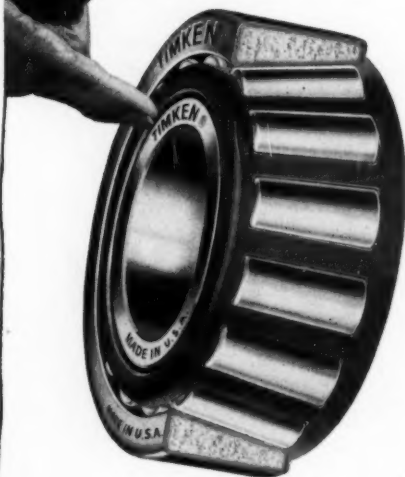
Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over ABC network

Want customers to keep you in mind?

Customers remember the repairman whose workmanship and repair parts are the best. So let customers *know* about your high quality service. Point out the trade-mark "Timken"® on the tapered roller bearings you install. It's the most respected name in bearings.



Just tell 'em it's "TIMKEN"®



You'll find Timken bearings in most leading makes of cars, trucks, tractors, and busses. That's because Timken tapered roller bearings alone give you all these advantages: 1) advanced design, 2) special analysis Timken steels, 3) precision manufacture, 4) rigid quality control.

Make sure the trade-mark "Timken" is on every tapered roller bearing you use. NEW, FREE BOOK—"TIMKEN TAPERED ROLLER BEARINGS, THEIR CARE AND MAINTENANCE". Write Dept. JA-4, The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

TIMKEN
TRADE-MARK REG. U. S. PAT. OFF.
TAPERED ROLLER BEARINGS

NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER □ BEARING TAKES RADIAL AND THRUST —(●)— LOADS ON ANY COMBINATION ✨

YOURS! *with our Compliments!*

THIS MONEY-MAKING PEDAL BLOK!



- FINDS BRAKE WORK WITHOUT PULLING A WHEEL
- SELLS ADJUSTMENTS • FLUID • REPAIRS • RELINES!

A terrific business builder! Repairmen tell us it increases their brake business 20, 30, even 40 percent! And it only takes a minute!

Step up *your* brake repair work. Cash in on this rich, untapped market! Reduce accidents, save lives. Let us send a Pedal Blok to you without cost, or obligation. Mail the coupon today!

NOTHING TO PAY! NO OBLIGATION!

MAIL THIS
COUPON

NOW!

American Brakeblok Division
Dept. A, 4616 Merritt Ave.
Detroit 9, Mich.

Rush me your free Pedal Blok, without obligation.

Name _____

Address _____

City _____

Zone _____ State _____

Ordered by _____



Brake Shoe

AMERICAN BRAKEBLOK DIVISION
DETROIT 9, MICHIGAN



IT'S EASY TO
MAKE EXTRA MONEY
WITH THESE 5-STAR
SALES MAKERS!

CAPT. EASY

Says it's EASY!

There's bigger maintenance business ahead, with cars harder to get and people taking better care of their cars. That can mean more profitable replacement business for you—IF you're ready for it—if you've stocked the parts you need to do a replacement business. And there are even more profits in it—*IF you stock Weatherhead, the original equipment line.* And to help you stock and sell replacement fittings easier and faster, Weatherhead offers you a complete range of 5-Star Salesmakers.

The EASY line

EASY to Sell

You have all the fittings you need for hurry-up jobs—actually at your finger tips! This trim, timesaving merchandiser holds 'em all. It works as simply as this: Just open the drawer of the self-serve cabinet, select the fitting you need. Assortments come in two sizes: F-92, 191 pieces; F-93, 218 pieces.

Weatherhead Fittings are easy to sell because they're easy to install. Since Weatherhead Fittings are original equipment on all cars, the part you're installing is identical to the one you're replacing.

EASY to Stock

This 5-Star Salesmaker, the Junior Merchandiser (F-200), keeps your stock of Weatherhead Fittings clean, neat and in full view. You always know exactly how much stock you have on hand.

Weatherhead Fittings are easy to stock because you need only a minimum inventory to service all makes of cars. Parts included in Weatherhead 5-Star Salesmakers were determined on the basis of careful studies plus years of experience in the fittings business.

EASY to Identify

A big, easy-to-read wall chart is yours for the asking. It shows the complete line of fittings and drain cocks on one side, flexible fuel lines on reverse side.

WRITE for complete details... get the Weatherhead catalog "Original Equipment Automotive Parts"—Address: The Weatherhead Co., Dept. D-1, 300 East 131st Street, Cleveland 8, Ohio.

to handle is



Sell Them Together!



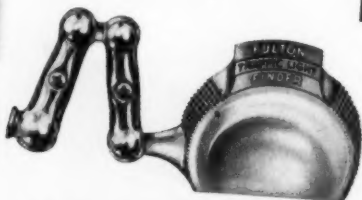
FULTON SIDE SHIELDS

Your customers will quickly recognize the utility value of Fulton Side Shields. They keep rain out, let fresh air in through lowered windows. They are easily painted right along with the Sun Shield. Quickly installed on car doors by stainless steel spring clips, no drilling needed. List, \$7.95 per pair.

FULTON SUN SHIELD

A market unlimited . . . because the Sun Shield is the one accessory that can provide the greatest improvement in driving ease, comfort and car appearance. Owners always enthuse, "I wouldn't drive without one." Make the most of this customer acceptance. Keep pushing the sale of the Fulton Sun Shield. List, \$24.95.

BOTH . . .



No. 36 DE LUXE TRAFFIC LIGHT FINDER

Large size, instantly adjustable to suit any driver. Mounts securely to inside windshield molding. List, \$2.95.

No. 34, smaller lens, attached to windshield by vacuum cup. List, \$1.00.

- contribute to driving safely.
- provide all-weather protection, graceful styling.
- are POST advertised.
- bring welcome accessory volume.

THE FULTON COMPANY

1912 South 82nd Street, Milwaukee 14, Wisconsin
In Canada, J. C. Adams Co., Ltd., Toronto, Ontario

50% MORE PROFIT

WITH CONCENTRATED

LION *Nōkōrōde*

UNDERCAR SEALER AND SILENCER

150
Perfect
undercoating jobs
at the cost of
100



IT'S SIMPLE ARITHMETIC!

Most ordinary undercoatings contain a large percentage of solvent. You spray these undercoatings to a $\frac{1}{8}$ " thickness—but when the solvent dries out, you're left with about $\frac{1}{16}$ " thickness.

Lion Nokorode Under-Car Sealer and Silencer is *concentrated*. You spray Nokorode to $\frac{1}{8}$ " thickness—and it dries to almost $\frac{1}{4}$ " thickness. There's no wasteful excess solvent.

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Undercoating!



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Street or Route

City State

Brand of undercoating I am now using, if any

**"Our Carbon Blast Tune-up Special
has increased service volume and
improved customer satisfaction!"**

N. S. O'Neill, Vice President
Greenlease-O'Neill, Inc., Authorized Oldsmobile Dealer, Kansas City, Missouri



Kent-Moore "HEAD-ON"



Easy to Sell CARBON BLASTER SERVICE!

"Service customers want results when they come in for a tune-up," says A. F. Yax, Greenlease-O'Neill Director of Service, "and the Carbon Blaster really gives them what they're looking for . . . better, smoother engine performance, more power, and greater operating economy."



1 The "Head-On" Carbon Blaster is operated solely by air pressure. A compressor of at least 25 CFM is generally adequate to meet requirements of 40 to 60 pounds pressure. Make sure all connections are air-tight.

2 Kent-Moore Special Blast Rice serves as an effective cleaning agent. Pour 10 to 20 pounds in the perforated hopper of the Carbon Blaster. Approximately one pound is consumed in cleaning 8-cylinder engines.

Get set now for Extra Service Profits!

KENT-MOORE

ENGINEERS AND MANUFACTURERS OF SPECIAL

General Motors Building • Detroit 2, Michigan

GREENLEASE-O'NEILL, INC. REPORT EXTRA SERVICE PROFITS FROM THEIR NEW K-M "HEAD-ON" CARBON BLASTER

If you're looking for new and better ways to boost your service volume and create lasting customer goodwill, here's a report you'll be interested in from Greenlease-O'Neill, Inc. of Kansas City, Missouri. One of the nation's leading Oldsmobile dealers, this progressive service-minded organization says . . .

"We've had the new Kent-Moore 'Head-On' Carbon Blaster in our Service Department for only a few months now, but already it has proved to be one of the best service equipment investments we've ever made. With it, we've been able to offer our customers the quick, low-cost preventive maintenance service they need and want . . . a Carbon Blast Tune-up Special that actually gives them positive results in terms of improved engine performance, efficiency, and operating economy.

"What's more, our mechanics tell us the Carbon Blaster is safe and easy to work with. They like it because it saves them time and trouble on engine tune-up jobs. It effectively removes objectionable carbon deposits from combustion chambers without requiring removal of the cylinder head, and it permits them to make required tune-up adjustments quickly and accurately in accordance with the car manufacturers' specifications.

"Since purchasing the Carbon Blaster, we have experienced a substantial increase in Customer Labor Sales in our Engine Tune-up Department. We have used nearly 240 pounds of special 'Blast Rice' to blast-clean well over 200 engines. Not one of these engines has come back with customer complaints on service. The equipment has more than paid for itself in extra service profits and improved customer satisfaction."

*N. S. O'Neill—Vice President
Greenlease-O'Neill, Inc.*

CARBON BLASTER



3 Special Cylinder Indicator Gauge is placed on the distributor to assure proper location of pistons at 12° past top dead center. In this position, intake and exhaust valves are closed and chamber is ready to be cleaned.



4 Rubber Blocks, furnished with the Carbon Blaster should be wedged between the fan belt and fan pulley on both sides to prevent the piston from moving out of position during the blast-cleaning operation.



5 Rice Feed Nozzle enters the closed combustion chamber through the spark plug port. Cleaning is accomplished by rotating the nozzle to direct the rice blast to all parts of the chamber. Time per cylinder: Approx. 5 minutes.



Write Dept. C for complete details on the new K-M "Head-On" Carbon Blaster!

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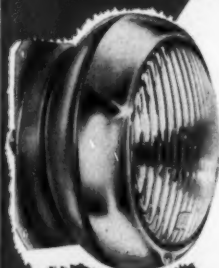
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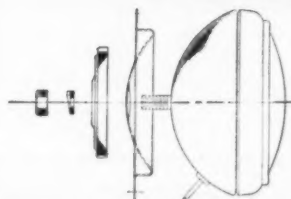


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SOUTHERN AUTOMOTIVE JOURNAL for APRIL, 1951



George Schatz

PRESIDENT
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Gilchrist

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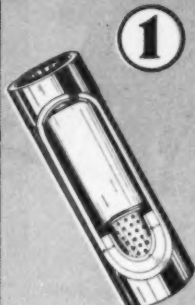
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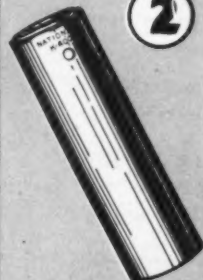
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SAJ AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 31

APRIL, 1951

No. 4

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Gastonia, N. C.: W. C. EUTLAND, P. O. Box 162. Telephone 1996.

Member of Audit Bureau of Circulations

ANNUAL SUBSCRIPTION—\$1.90

FOREIGN—\$10.00

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY
Atlanta and Marietta, Georgia

Editorial and Business Offices

806 Peachtree Street, N. E., Atlanta 5, Georgia

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SOUTHERN AUTOMOTIVE JOURNAL for APRIL, 1951

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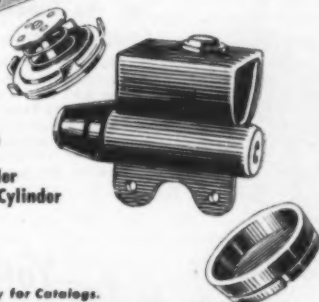
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See Marquette Oxy-Acetylene Welding and Cutting Outfits

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It's your Best Rod Salesman . . . it reminds customers to buy "the Right Rod for the Job" . . . it displays the Complete Line: Rod-Paks, Gas-Paks, Fluxes, 50 Lb. Cartons, Low Temperature Silver Solder and Aluminum Brazing and Soldering Kits. It's handy, it's self-serve, in fact, it's the best rod merchandiser you've ever seen!



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Welding & Charging Equipment

A CONVINCING STORY — IF IT'S TOLD

“WHY try to sell me on the advantages of our free enterprise system?” a reader asks. “I don’t need to be sold. As a business man I’m naturally opposed to a socialistic state.”

Such comment is to be expected. Why, indeed, should much space be devoted to this subject in a business magazine? It’s like “carrying coals to Newcastle.” Or like preaching the evils of non-observance of the Sabbath to a congregation of people who attend church services regularly.

There are few if any readers of this publication, it may be assumed, who are adherents of Marxism, who favor more government controls and less freedom for the individual, or who need to be “sold” anything in the way of ideas on political economy.

But behind the counters in our stores and shops and at the desks in our offices are people who are susceptible to the lure of socialistic propaganda. And entering these stores and shops and offices each day are others who favor the welfare state.

So perhaps we all need to be reminded, occasionally, of the opportunity and the obligation to tell the economic facts of life to our employees and to others with whom we come in contact each day.

We need to do this, for one thing, just to counteract the propaganda which we help to pay for—the publicity and news releases emanating from various government agencies.

It is estimated that government “intelligence” reports cost the taxpayers of this country somewhere between one and two hundred million dollars annually. Much of it is pure propaganda. Often it is designed to sell socialistic ideas. The Department of Agriculture has devoted much effort to trying to put over the Brannan farm plan. The Federal Security Agency has been largely responsible for the effort to sell us on socialized medicine. Other government agencies are grinding out publicity on the need for more Federal power projects, more Federal Housing, more government controls over rents, wages, working hours, prices.

Instead of confining their attention to administering the controls already intrusted to them, such agencies often devote much of their time and

effort—and the taxpayers’ money—to trying to convince the public that they are not only necessary but should expand, add more personnel, assume more duties and responsibilities.

Civilian employees of the Federal government, increasing at the rate of more than 2,000 a day, now total more than 2¼ million—as compared with less than a million prior to the last war. With their families they can be, and doubtless are, a most potent factor working for the maintenance and expansion of government controls.

In the face of the propaganda broadcasted by some of these government agencies and the political pressure exerted by their employees, what chance is there to maintain our free enterprise system—or what is left of it—unless business men generally become active, vocal exponents of this system?

We have such a wonderful story to tell, if only we will tell it! The story of an America whose wealth and per-capita production far surpass that of any other nation. The story of

an America which built upon the solid foundation of our free enterprise system, is now a mighty fortress protecting all the free people of the world against communism.

In striking contrast, there is the pitiful story of what can happen to such a fortress under socialistic control. For as is well known, Great Britain, after five years of socialism, is reduced to such “austerity” as was not known even during the dark days of the war. The food ration includes one egg per person per week. Stocks of many raw materials are at dangerously low levels. Railroads have operated far in the red ever since they were nationalized.

And there is the convincing story of what happens in this country, when government takes over the functions of private business enterprise. As in banking, for instance, as exemplified in the scandalous lending operations of the RFC.

You, the readers of this page, are aware of these facts, of course. But are you doing your part in telling the facts to your employees and to others with whom you come in contact? Let’s all jump in the fight to keep the stars and stripes from being replaced by the banner of the welfare state.



Sealed Power Piston Rings



MD-50 STEEL OIL RING

The only ring with the
FULL-FLOW SPRING
Best for Oil Control
even in
BADLY TAPERED
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BORES!



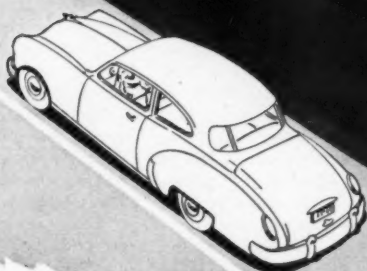
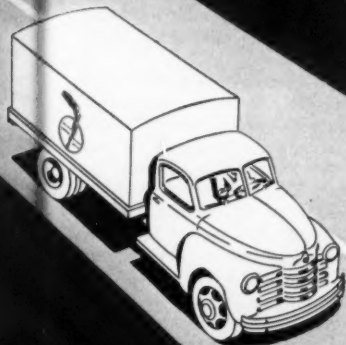
CHROME FACED RINGS

For Triple Mileage

Latest scientific
development to

FIGHT

HEAT
FRICTION
CORROSION
ABRASION



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS!

BEST IN OLD CARS!



SPOTLIGHTING the NEWS

Keep selling! All categories of automotive management and personnel might listen to what "Jimmie" Parker told a Seattle, Wash., conference of automotive wholesalers last month. Said the president of the international Motor and Equipment Wholesalers Association and also president of Motor Parts & Supply Co., Mobile, Ala.: "If ever there was a time for real salesmanship, it is now. By all means do not let your sales force become just order-takers for scarce merchandise. Because sales from some items will come as easy as rolling off a log, many salesmen will stop selling anything except those push-over items. Needless to say, such tactics will result in losing customers who must be sold and in accumulating over-large inventories of products that still must be sold. Don't let your salesmen revive that old 'there's a war going on' cry. Don't offer substitutes on a 'you're lucky to get anything' basis."

Selling, said William E. Bigger, is simply "Selling with sincerity — plus persistency." He should know. He led the Southeast in 1950 for any salesman of a Nash dealership in moving new and used cars. He sold more than 200 units last year until a fire on December 2 consumed the Nash building at Huntsville, Ala. "Tell them the truth and back up whatever you promise them," he said in an interview held last month.

Memphis car dealers were advertising unused 1950 models last month at \$200 to \$500 below retail prices in other cities. They even offered to pay expenses of driving cars to the California market. Two television-set manufacturers announced the same day that they were cutting prices simply to stimulate a lagging market. Apparently it wasn't entirely out of order to keep the dust flecked off the salesman's best selling techniques.

Outlawing the loading of unwanted accessories has been proposed in the New Jersey Legislature. Dealers who have used this trick when it could be pulled during past periods of terrific car demand might ponder what they're doing to honest

dealers who sell accessories, not load accessories on cars before delivery is arranged.

Union spearheads have bobbed up in Alabama.

Said a news story recently in the Mobile Labor Journal: "According to C. H. Applewhite, the major garages and the dealers stick the public and their loyal customers with excessive labor charges which the mechanics do not get. He has asked that you look at your last bill and note the cost per hour attributed to 'labor costs.' Usually it runs from \$3.50 up. The men actually draw from 90 cents per hour up. Of course, said Applewhite, there are exceptions to the rule, but this is the general average." Meanwhile, the movement has been proceeding to unionize every mechanic in the Mobile area.



"But, Hugo, mechanics in other shops get dirt in their eyes, too, and they don't—"

Used cars are the keystone

today, as usual, to what kind of net profit is realized from selling a new car. That, said General Manager R. E. Harper of Romana Motor Co., Lincoln-Mercury dealership of Pensacola, Fla., is why the firm doesn't have any new-car salesmen. It's just got salesmen. "It's important to know the used-car business. That's the biggest thing, except the money you spend," he summarized. Salesmen there get an advance of \$50 but their final commission isn't paid until the wash-out has determined

more exactly the profit from the deal.

Southwesterners will gather at Oklahoma City

April 26-29 for the ninth annual Southwest Automotive Show. Space has long been sold out to the several hundred manufacturers of aftermarket products. Jobbers and their personnel who attend will have the opportunity of catching up on the latest products appearing on the market since the Automotive Service Industries Show in Chicago last December, as well as being able to get sales and marketing data "from the horse's mouth," because top-level factory men will be present.

Car-production outlook? SAJ brings you the latest executive opinion (page 70) on what to expect of assembly lines.

At a time like this . . .



your customers need

BALANCED BRAKES



Only **Grey-Rock** *makes*
BALANCED BRAKSET LININGS



GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings
Fan Belts • Radiator Hose • Packings • Mechanical Rubber Products • Rubber Covered Equipment
Asbestos Textiles • Powdered Metal Products • Abrasive and Diamond Wheels • Bowling Balls



Brakes *must* be ready for any emergency! And dependable brake action demands balanced linings!

Why? Different shoes, even in the same brake, do different work, need different kinds of linings. Grey-Rock gives you balanced combinations to provide smoother, *safer* stops . . . with equal wear on all shoes, hence greater mileage.

In addition, Grey-Rock Balanced Linings eliminate dive, grab, hard pedal, and other brake troubles. For better and more profitable brake jobs, order Grey-Rock Balanced Braksets from your jobber. Ask him, too, about Grey-Rock's business-building promotional plans.

Consistently advertised in
Post and *Country Gentleman*



Preventive Service Did This!

In these days of lower car output, thorough checks for additional repairs are necessary—and profitable.

By **WALTER BAKER**
Owner, Baker Motor Service
Rockville, Md.

WE HAVE averaged here at Baker Motor Service a yearly gain of more than \$11,000 in gross labor sales volume since we took over in 1945. Last year our approximately 350 steady and regular customers brought us a gross sales volume of \$79,415, which covered every type of repair.

Working at capacity production at the present time, handling 25 to 33 service customers a day, we anticipate gross sales volume for 1951 to go over that of last year. That is not simply because limited new-car production will cut down on trade-ins, requiring motorists to become more and more dependent on their repair serviceman to keep their old cars running. Rather, it is because I have made it a practice through the years of contacting every car owner personally and discussing the condition of his car and needed future repairs with him when he calls to pick it up.

I am my own shop foreman and service manager. In these talks with the customer I have always emphasized preventive maintenance—in other words, safety.

I have made it a point to recommend future check-ups his car requires within a certain period or at a given mileage, with safety in mind, by telling him personally



Constant attention to preventive maintenance and safety has helped Baker Motor Service chalk up a yearly gross gain of about \$11,400.

what it will need. Not by telephone and not by postcard. The watchword I pass on to them is: Be sure you can steer your car and stop it. Knowing each and every customer, I have a personal interest in keeping them operating safe vehicles.

With completely modernized shop and equipment, and a competent steady personnel that has stayed on without change during the last five years, we feel prepared through the difficult years that may be ahead to keep up top standards in motor conditioning, wheel alignment, brake, ring and valve jobs, clutch adjustment and other repairs.

Our three-cornered policy—personal contact, up-to-date equipment and steady shop labor

—has built up confidence in our work. It has reflected in our steadily rising volume. These will carry us in building future volume.

Today we do it by keeping sold at least two weeks ahead. Sometimes we are completely sold out for the entire following month. This is how we do it:

No matter how busy I am, I always take time out to say a few words to a customer about the condition of his car. To cite specific examples:

When Colonel J—— of Silver Spring picked up his car the other day after we had repacked the front-wheel bearings, I told him, "When we had the wheels off, we noticed that you had about 4,000 miles left on your brake

linings. I'd come back in another 4,000 miles and have my brakes taken care of."

Last week when Dr. W—— of Chevy Chase dropped by for his Buick after a lube job, I caught him and said, "Doctor, haven't you noticed your car pulling to the right when you drive?" He had not noticed. I showed him how the tire was wearing and took him back to check with the gauge. I advised him to have the condition corrected before he took the car out.

When Mrs. R—— of Rockville had her '47 Chevvy in for lubrication, I took it out on the road and found the clutch slipping and the car shimmying at 30 miles an hour. I waited until she came by and advised a major overhaul. I took the car out again and showed her what I meant. She had us do the needed repairs.

There are so many jobs that can be picked up when the car is on the grease rack. I tell the boys to notice the color of the oil. That's a small job—an oil filter—but it shows what I mean.

Recommendations of this kind alone have brought us a 50 per cent increase in volume. This is how it reflects in volume: When we put our front-end alignment and balancing equipment in in May, 1950, we were running a volume of about \$500 to \$700 the first few months. Once we began watching for front-end adjust-



"Be sure you can steer your car and stop it," Walter Baker tells all his customers. Here he shows a lady why wheel alignment needs checking. Front-end adjustments bring in \$800 to \$1,000 a month.

ments, volume began rising and today we realize \$800 to \$1,000 monthly from this service alone.

When a customer raises a question or doubt, I go over the car with him, raise the hood and point to the trouble spot, or take him out in the car. We put no pressure on him. We present the facts as we see them.

Sometimes these explanations don't work, but we'll do our level best to make a customer

happy, first and last.

Mrs. C——, of Bethesda recently had a boiling radiator. We cleaned the radiator and block, sent her off and the next day she came back complaining the radiator was running cold. She had no thermostat but insisted that our cleaning was causing all the trouble, despite our explanations. So we donated a thermostat to Mrs. C's car and took the loss, but I'm sure we kept Mrs. C—— as our customer.

I school my customers on every visit to have their cars greased every 1,000 miles, have a major tune-up every 10,000 miles, a front-end checkup every 10,000 and brakes checked every 10,000.

In giving estimates we usually hit the top figure, just to play safe. Muffler and tailpipe, for example, \$15. When the customer comes in and gets a bill for \$12, he is always pleased. It builds customer confidence in us that we don't try to get all we can out of him.

Our modern equipment cuts down time spent on jobs to one half. We do everything ourselves but crankshaft grinding and cylinder boring, which we sublet. However, plans are under way now to include these operations under our own roof.

We do no mail, newspaper or telephone promotion. Our regular customers do our promotion by word-of-mouth. Occasionally

(Continued on page 122)

"When we had the wheels off, we noticed that you had about 4,000 miles left on your brake linings," Baker may say. Recommendations of this nature keep the shop sold from two to four weeks ahead.





What the Manufacturers Say:

Look for More Tires After Summer Months

THE world supply of rubber in 1951 apparently will be the highest in history, with production of both crude and man-made rubber in the last half of the year substantially above figures for the first half of the year.

But tires for civilian use will not be plentiful, though the situation is expected to ease after the summer months.

If present forecasts are met, tires will be available in quantities approximately equal to 1949 production, though not in quantities made and distributed in 1950, according to estimates by some top men in tire production.

Defense production and rubber stockpiling by the government are the two underlying factors taking big bites out of rubber supply. About half of the crude rubber being received is being added to the stockpile and this program is expected to continue into next year, but actual figures on the government goal for its stockpile are secret.

The National Production Authority order which became effective March 1 will hurt tire production further, at least for a few months. This order limits natural rubber in tires to 15 per cent for small-size passenger-car tires and 22 per cent for larger

tires. On March 23 NPA announced a 25% cut, as of April 1, in car tires and tubes. (See p-188.)

Manufacturers are having trouble getting enough synthetic rubber to make up this difference. But this situation is expected to be relieved when capacity production at synthetic-rubber plants is reached sometime this month.

Present capacity for production of American rubber is 925,000 tons a year. For the first quarter of this year, government controls provided for new-rubber consumption for all purposes at the rate of 1,200,000 tons a year. This compares with an all-time high consumption of 1,240,000 tons in 1950, when 98,000,000 tires were made. Meanwhile, the defense-important stockpile of unused rubber will be mountings.

The distribution picture for tires was not so bright the first quarter of the year. Inventories at both the manufacturer and retailer levels were down and NPA has now limited distributors to a 30-day supply.

Manufacturers' combined inventories at the start of 1951 were 65 per cent below 1950 levels. At a time when they normally would be building up inventories for summer demand, demand was exceeding supply.

A large slice of first-quarter production was used as original equipment on new vehicles as car and truck factories rolled them off the line at a rate setting an all-time record for the January-March period.

Some retailers reported that they were receiving only 20 to 30 per cent of the tires received last year. And continued scare

buying in some areas was another headache as they tried to give the best distribution possible.

There will be enough tires—passenger car, truck and farm—to meet all actual needs during 1951 if retailers can maintain fair distribution, predicted Joseph A. Hoban, general manager of tire merchandising, The B. F. Goodrich Co.

To keep all transportation moving without serious shortage and hardship, he recommended that all retailers:

1. Sell a tire only where an actual need exists.
2. Mount on wheels each passenger-car tire that is sold.
3. Assist all users, especially fleets, in installing and maintaining conservation programs similar to those used during World War II.
4. Urge the use of recaps where practical.

The NPA rubber order that became effective March 1 called for an increase in production of camelback but almost every producer had already increased his camelback output by more than the required percentage. In the third quarter of 1950, camelback output was up 32 per cent over the second quarter. The outlook on recapping materials is good.

Another bright factor in the long-range outlook is the decision of the government to convert about half of the total synthetic-rubber capacity to cold-rubber production. Cold-rubber will give about one-third more service in tires and some other applications than regular synthetic rubber. This conversion program will

(Continued on page 120)

His Shop's out of the Red by Adopting Commission Pay for Mechanics

<u>Straight Salary</u>		<u>45-55 Commission</u>	
First Week . . .	\$2,000*	First Week . . .	\$ 3,456.55
Second Week . .	2,000*	Second Week . .	3,367.68
Third Week . . .	2,000*	Third Week . . .	3,820.59
Fourth Week . .	2,000*	Fourth Week . .	3,806.02
Total	\$8,000	Total	\$14,450.84

*Estimated average for these weeks in the past.

The figures are, left, what the gross customer labor usually runs for the four weeks beginning with the second week in February and, at right, what they actually ran for that period this year immediately after the commission system of paying the shop force was made effective.

"For the first time I can remember in more than 20 years of dealership operation, our shop is getting out of the red and into the black," said John A. Pope, Jno. A. Pope Motor Co., Inc. (Dodge-Plymouth), Columbus, Ga., last month.

"We began paying our mechanics 45 per cent of customer labor—instead of a straight salary—the second week in February, and I've never seen anything in our shop like the way the men have taken to it.

"Our service volume for four weeks beginning with the new pay system was \$14,450. Since February generally is a dull month, we estimate that normally volume would have been about \$8,000, while monthly service volume has averaged around \$12,000 in the last year."

The high four-week volume was turned out by 21 mechanics, six fewer than the average shop force in the past. "We have lost six productive employees and haven't found it necessary to replace them because the others have been getting all the work out," Pope said. "Some of our

men we figured were our best producers before we went on the commission system have more than doubled their production.

"The men like the commission system fine. They make as much as they did before and in a num-

ber of cases more."

"We studied the plan for two years before making the change," said Service Manager S. H. Partain. "There were long discussions and many considerations before we decided to swing over to the commission basis. Many other dealers and service managers advised against it. But we found that we could do just about twice as much work as we had been doing with the same number of men.

"There was a big increase in production by our mechanics last spring when we moved into our new building, equipped with twin-post lifts, better lighting and a better set-up all the way around. But we still didn't get what we wanted. The service department continued to show a loss."

Now when the men get a car on the rack, they look carefully for other needed repairs and report them to a service salesman, who phones the customer about having the work done. Since the men have to make good all come-back work on their own time, they do better work, Par-

A dealer since 1928, this Georgian considered the commission-pay plan two years before inaugurating it in February. The figures above readily explain his unrestrained enthusiasm for the plan.





tain said.

And, as one employee commented to Pope, "Mr. Johnny, have you noticed how four or five men don't gather any more over one hood like they used to, or how they take out less time for a smoke or a Coke?"

It took a long time to make this step, said Pope retrospectively, but there are plenty of reasons, as shown by the first four weeks' performance, why the management of this dealership has no intention of returning to the old plan.

With a new, efficient building and a new plan for shop pay, Pope figured he's set for the future.



There's plenty of room, at right, for customers to drive in for service in the big, high-ceilinged service department of Jno. A. Pope Motor Co. at Columbus, Ga. While it does not appear in this photograph, Pope's office is situated on the second floor at right. The office is unusual in that its only windows overlook the entire service department rather than the showroom. That, explains the Dodge-Plymouth dealer, is because the shop is so important toward making friends for the firm who in turn can help a lot to offset overhead. The building is different in some other respects. There are actually three exits, other than the drive-in entrance, from the shop. The parts department has a counter on the shop side and one on the street side. Lubrication drums are on the second floor, from where pipes carry the lubricants to the proper areas throughout the shop.

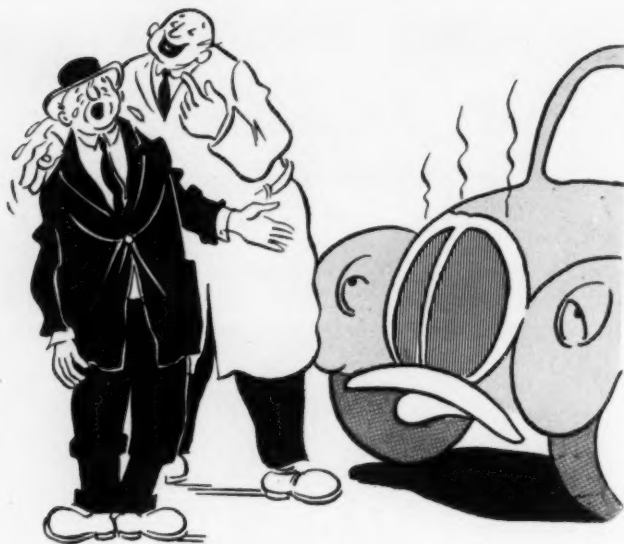
SALARY OR COMMISSION?

Arguments have been stirring the air for a mighty long time over the question of what system of pay—salary or commission—works out in the shop to the best advantage of management and mechanics.

"If you want to see a mechanic get on the ball, just switch him over to a commission basis," some veteran dealers have insisted. Others have just as quickly replied: "Yes, you do that and you'll find him grinding out his work too fast and your shop will be bogged down with comebacks."

So what's the answer? There's only one: The one you have found working out best for your own operation.

This article is presented only because of this seasoned dealer's enthusiasm for his new pay plan.



Let's Not Repeat Our Mistakes!

By **CHARLIE STEPHENS**
Owner, Steve Motor Co.
Birmingham, Ala.

NOBODY wants to repeat a mistake. And that's the thing that is going to make it harder—and easier—for the small independent garage in the days ahead.

We have many of the same problems we had ten years ago, but there's a difference.

Some parts are getting short again. Quite a lot of the current shortage is due to hoarding, I believe, since there hasn't been time for cuts in production to affect the supply of some items to such a marked degree.

I've had a number of people tell me: "I let the last emergency go by without making any money. I won't make that mistake again." So they've bought up all sorts of things and stored them away for future sale at premium prices.

Some folks who made money that way during the last war are trying it again.

That's discouraging, of course. But those of us who were in business during the last war learned something about parts shortages and how to meet them. We remember doing more repairs and fewer replacements of units. In the last few years many of us have bought machines that increase our ability to do rebuilding and reconditioning of parts.

We remember some of the things we learned about tracking down parts in unexpected places and, if necessary, we can do that round-about searching again.

During the years since the war, we've learned to be more appreciative of steady customers who

The big difference today is that customers, shops and suppliers recall the recent years so well, says a veteran garage operator.

come to us in hard times and in easy times. I'm sure many of our suppliers understand better the value of a regular customer, too.

All of us have had the unhappy experience of doing a real favor for a car owner and never having him come back. We'll have that happen more in the days ahead as parts and skilled help are in shorter supply.

But some customers are appreciative when the going gets tougher. Just the other day we were given all the service work on a fleet of light trucks owned by a plumbing company. We didn't solicit the account. We had been servicing the personal car that belongs to one of the employees. He asked me one day if we worked on light trucks and the next morning one unit of the fleet was in our shop—because of his recommendation to the boss.

Customers know much more about cars than they did ten years ago. They've learned that they can get along without some of the frills, if necessary. They have a better understanding of basic maintenance. It's easier to make them understand why you think certain jobs are needed.

A number of my customers have bought new cars recently or are planning to buy as soon as possible. Others who can't afford a new car, or who have decided against buying one at this time, are more ready to accept our recommendations for keeping their present cars in good condition. And they are more liberal in spending money for repairs, if they have decided not to trade.

People are asking for more advice on repairing and on buying new cars. I try to find out what they want most in a car and advise them as best I can.

The manpower problem is with garages again too, though at the moment I'm not worried about my own force. One man has been
(Continued on page 106)



Make Time Payments Easy to Promote

By C. Thomas

DISPLAYING and promoting the actual figures on time payments for repairs—clearly but tactfully—is proving to be good business for Reinauer Brothers Motor Co., Oklahoma City, Okla.

"We realize that many people today are being forced into utilizing time-payment plans for the first time," said C. A. Gier, general manager of this Studebaker dealership. "There is a hesitancy for many to admit this need. As a result, work that should be attended to now is being put off indefinitely.

"We look at it this way: For many people the loose-spending days have become a thing of the past. And a large percentage of those caught in this predicament are overly sensitive about it."

It is Gier's contention that the average man will not confess his finances are in such shape that he can no longer pay cash for a relatively small repair bill on his car. For him, this is a reflection on his capacity to pay cash.

While every adult-minded person knows that time payments exist to cover every type purchase, many people are not going to embarrass themselves asking for them for what are considered small amounts. This Gier learned from actual observation in the shop.

"Before we put up our time-payment chart and learned how to sell off it," Gier said, "it was becoming quite common for someone to drive in and cautiously inquire about the cost of a specific job.

"When one of our service salesmen suggested the car might need other work, he was given permission to go over the car and submit an estimate. When the cost of the complete job was made known, we were stopped from going any further."

Gier has learned that when a man is confronted with anything he can't comfortably afford, he is not going to admit it. Instead, he will rack his brain for some way



After the customer is given the estimate, the best way to promote time payments is to say nothing about them. Service salesmen just glance at the chart as they talk and the customers take the lead.

to ease himself out of the situation.

"One of the more popular evasions," Gier said, "was that the customer would have to think it over, for it meant that he would have to dip into his savings account to pay for it."

Obviously, the savings-account angle is used to imply there is money in reserve, whether this is true or false.

This is no time to suggest a time-payment plan, Gier believes. It amounts to insinuating you

question a savings account exists. There is nothing gained by deliberately antagonizing a potential customer.

"At all times," said Gier, "it must be assumed that the customer could pay cash, if he were so disposed. Fact is, we never mention it until we are positive the customer is considering using a time-payment arrangement."

How is this determined?

All the time the service salesman is talking to the customer he keeps glancing up at the chart, assured the customer will do likewise.

"There in plain figures," said Gier, "the customer can see for himself just how he can handle his repair bill. For example, we will say that his estimate comes to around \$150. He glances up and sees that if his total bill comes to, say, \$200, he can pay it out in ten months at \$21.70 a month. So he adds up that he can also include a new set of seat covers, which he does."

This chart prevents the customer's supposing that only a few have to avail themselves of time-payment plans. Often the customers remark that they'd prefer to use the time-payment set-up rather than disturb their savings account.

"Every gesture and move," said Gier, "makes it obvious that the average customer is sensitive



The important thing in using the time-payment chart is to have it legible from a distance and explicit as to actual terms so it can sell by itself, recommends C. A. Gier, shown above in his office.

about having to finance his repair bill."

Aside from the chart's increasing shop volume, time payments have still another advantage. They discourage opening of new charge accounts and take care of open accounts that used to pay every 30 days like clockwork but now drag out indefinitely.

"Putting this work through a finance company," Gier said, "re-

duces overhead. We can get along with less office personnel and office expense. Our money isn't tied up in accounts receivable. Our money is liquid and we can discount our bills—and do it without going to the bank and paying interest. And, at the same time, it permits our customers to string their payments out over a period, say, of ten or 12 months—as the individual wishes."

But how about getting this paper accepted by a finance company?

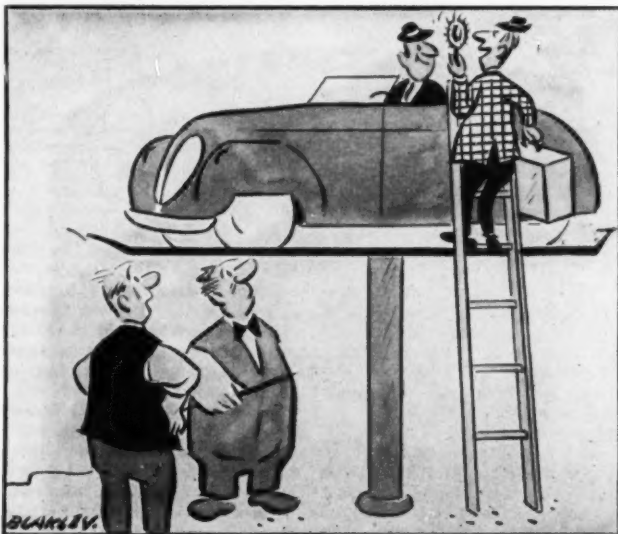
"An exceptionally small amount of this paper is turned down," said Gier. "It is more than likely that those applying will have good credit rating. Many people today are working on one type of incentive pay or another. In a couple of months they may have a nice bonus coming due. But they will hesitate going to their employer for a loan against it. They are embarrassed to admit their lack of money, this time to their employer. But to protect their interest in their car, they should have the work done now."

As Gier mentioned, the garage is doing customers no favor by having a time-payment plan available. If their credit is good, they are entitled to it.

"The customers who are sensitive about availing themselves of it should not be embarrassed by discussing it," Gier added.

(Continued on page 112)

"Now there's a sales-minded individual."





There are plenty of mechanics in Liberty's shops at present and no shortage in sight.



We're Not Worried About MANPOWER - Here's Why!

"MAYBE you should talk to the people who have a real manpower problem in their shops. Perhaps they could give you more specific suggestions about meeting the situation."

That was my first reaction when representatives of SOUTHERN AUTOMOTIVE JOURNAL asked what we were planning to do to keep our shop force up to its normal size in the days ahead.

When you work with a department day in and day out, you don't often stop and check off mentally all the reasons for the department functioning as it does. And then something will happen to make you take a closer look at your methods.

Not long ago I was filling out our report for the Community Chest drive. There were two columns: one showing what each employee had given in the current drive and the other showing what he had given the previous year. It struck me forcibly that almost every name was in both columns, indicating that practically all of our people had been with us a year or more.

Only nine people out of a total shop force of 93 have been with us less than a year—and that includes mechanics, office help, porters and everybody connected with the shop. All 40 employees in our passenger-car service de-

By **ED P. WALKER**
Director of Service, Liberty Motors,
Inc. (Dodge-Plymouth), Birmingham,
Alabama

partment have been with us more than a year. "Newcomers" in the other shops number three out of 23 in the body shop, three out of 14 in truck service, one out of eight in new-car make-ready and two out of eight in used-car conditioning. We think we have a right to be proud of that record.

A few weeks ago I heard of another dealer who had a total shop

force of around 65 and had mailed out approximately 250 withholding-tax statements for 1950, indicating turnover of about 300 per cent.

Looking at his record and mine, I believe we have some reason to be confident that we can maintain a satisfactory shop force even with increasing calls on the nation's manpower.

Jobs in defense plants will take more mechanics out of shops than direct requirements of the armed forces, I believe most shop operators will agree. But I think our methods of operation will offset some of the attractions of defense work.

We have no secret methods. What we do is so obvious that it scarcely seems worth mentioning to others in the automotive service business themselves. Many other shops do the same things—or believe that they are doing them. If you asked the dealer mentioned in a preceding paragraph about his operation, he'd probably tell you he was doing a number of things we are doing. And yet he needed 250 people to maintain a force of 65 for a year.

Why do our employees stay with us? Here are the reasons, in my opinion:

- 1.—Adequate compensation.
- 2.—Good physical facilities.

(Continued on page 109)

Mr. Walker



'51 Car Production? Maybe 5,000,000

Factory executives prophesy slowly, but generally look for output to be off only around 1,700,000 from record set in '50.

LOOK for passenger-car production to run at least higher this year than the 3,909,270 sold by manufacturers in this country in 1948. Production in 1951 may reach 5,000,000 cars. And dealers may even have a selling job to do before the year's end, some factory sales managers indicated.

That's apparently the best available guess, in view of the recognized uncertainties caused by the defense program, at this time. This would compare with 6,663,000 cars produced during 1950.

President C. E. Wilson of General Motors Corp. recently predicted that the industry would roll off more vehicles in 1951 than in 1948. His past performance as a forecaster has been excellent.

SOUTHERN AUTOMOTIVE JOURNAL editors directed a letter to the various car sales managers last month in an attempt to get the latest thinking on the car- and truck-production outlook for this year. Lewis D. Crusoe, vice-president and general manager of the Ford Division of Ford Motor Co., had predicted in an interview a few weeks earlier at Atlanta that car production this year would run "4,000,000 plus."

General Sales Manager E. C. "Ed" Quinn of the Dodge Division of Chrysler Corp. commented:

"It would seem to me that we would be able to procure materials in about the same proportion that we did in 1948, and, if so, we should produce vehicles in about that same ratio.

"Production of cars and trucks at the moment is going along in good shape. Straws in the wind indicate there will be further price increases. If this happens

and greater restrictions are put on credit—which also have been rumored—then I think the demand for cars and trucks will diminish. I would not be at all surprised if we had a selling job to do by mid-summer.

"People seem to be in a different frame of mind than they were following the last war. They seem to be getting well fed-up on their inability to secure goods of their choice for so long a period, and, as we both know, this period dates back to the second World War.

"There has not been much opportunity since then for people to buy anything and have a selection, and, honestly, I think the people have about reached the point where they could blow a gasket without too much more pressure. I would not be at all surprised to see some good, hard selling required this year to keep the shelves clean.

"At the moment we have made no changes in the types of vehicles we are producing. We are building all models, and as long as our schedules permit us to build in the present numbers, we will continue to produce all of our models."

Some sales managers were reluctant to predict at all, pointing to the well-known limitations on materials which took effect on April 1, with the unquestioned result that production which had reached an all-time record high for the first quarter of any year would begin shelving off. Production the first three months of this year approximated 1,590,000 cars and 375,000 trucks, compared with 1,346,000 cars and 298,000 trucks the same period of 1950.

Assembly lines set a new first-quarter record this year. Now this SAJ survey brings you the outlook of executives from here out.

H. C. Doss, vice-president in charge of sales for Nash Motors, said:

"Any answer now would be a wild guess, as we have not formed any opinion as to the total number of cars that may be built in '51. We think that the demand is here for a liberal production, perhaps all we can build, but how much that will be no one knows.

"Sorry that we cannot give you more definite information or speculation."

Commented one sales manager:

"The situation is just not clear enough to me to do anything other than make a blind guess, and I would rather not do that for publication."

And said another long-time sales manager:

"There are too many variables—such as government restrictions, availability of material, stockpiling by the government and war contracts—which might interfere with domestic production. That's why I have tried to steer clear of predictions on this subject."

Sales Manager C. A. J. Hadley of Hudson Motor Car Co. commented:

"I think that it is reasonable to believe that the industry will be able to produce in 1951 close to 5,000,000 passenger cars.

"Of course, when you compare 5,000,000 passenger cars in 1951 to a production of 6,663,000 passenger cars that were built in 1950, and 5,118,579 cars that were produced in 1949, you can readily see that a production of 5,000,000 cars this year would be quite a cut from those two previous record years.

"As to the demand for passenger cars this year, I feel that the demand will be greater than it was in either 1949 or 1950 for the simple reason that there are more people gainfully employed today at higher wages than ever before in the history of this country, and payrolls mean markets, so I be-

(Continued on page 119)

The DOINGS

OF YOUR NEIGHBORS IN DENTON, TEXAS
THE MOST WIDELY READ LETTER OF ITS KIND

A Monthly Newsletter by E. J. Headlee
It is not a newspaper. It is free

Send columns on life at each of Denton's three public libraries

VOL. 12

NO. 5

DENTON, TEXAS
MAY
1950

Dear DOINGS FAMILY:

I ATTENDED "Old Number One", the first Rotary Club (in the Sherman Hotel in Chicago).

It has as many members, and there are often

factually, it has as many as 100 members.

I DO NOT MEET a genius every day, in fact

I know only a few. One of them is Al Williams.

His studio is in the basement of the apartment building where the Millers live in Oak Park.

He is the official organist at the great Chicago Stadium, and plays the largest single-note organ in the world, 4,600 pipes.



"If It's a Good Ad, I'm Very Sorry!"

RAYMOND GEE, V-P. Fort Worth National Bank, has been elected chairman of the Tarrant County Chapter of the Am. Red Cross. He is a former Pilot Point boy, and a good friend of mine, a fact which he has demonstrated on many occasions in the last few years. His bank is in the heart of the city and they are fine folks.

SAM WITHROW (79) was just here talking with me about the news we are in at Washington. He said, "I thank the Lord for a man like you who has the intestinal fortitude to tell the truth, and let the chips fall where they may." I have had scores of expressions similar to that, and I appreciate.

Sincerely yours,

E. J. Headlee

A DEALER in California wrote to E. J. Headlee, Buick dealer in Denton, Texas, and asked for information on and copies of "The Doings," Headlee's homey news letter that is circulated once a month.

Headlee obliged. He sent several recent issues of "The Doings." He wrote a letter, too. He explained that "The Doings" is only a duplicated news letter filled with home-town news. It's free. The cost to Headlee is \$75 a month and he has 2,000 copies run off. Of these, 1,350 are mailed, with the remainder being distributed by four restaurants in Denton, population 21,000.

Presently, Headlee got a letter back from California. The letter was filled with praise from the California dealer. After tossing some preliminary bouquets, the Californian told Headlee: "That news letter is, without question, the best advertising and public relations that I ever saw or heard of originating with an automobile dealership."

This praise, however, nettled Headlee. He sat down and wrote

to California again. He took some pains to point out that "The Doings" contains no mention of the Headlee dealership, that he does not have, and never has had, any thought of advertising his business, that he writes and publishes his news letter solely for his personal satisfaction and that of his many "subscribers."

The next letter Headlee got from California ended the correspondence. It was, evidently, a bit difficult for the Californian to digest the Headlee viewpoint. There was a cynical, "well-I'll-be-damned" tone to the Californian's letter. He wrote:

"What you say about your news letter has been carefully noted. Nevertheless, I still say it is the best advertising and public relations I have ever seen or

**This Texan became
a public-relations
expert by accident.**

By Baron Creager
Southwestern Editor

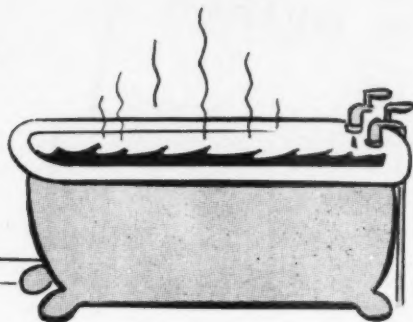
heard of."

One gathers that it would never do to have the Denton dealer and his California friend on the same committee in a dealer convention as they would not understand one another. For Headlee is completely honest in his viewpoint. He won't admit what he has been told over and over—that "The Doings" is one of the most effective public-relations tools ever created. One short paragraph will contain all that Headlee will admit in this respect, to wit:

"I suppose more people come into a business where they are known or where they know the people who run the business. I never tried to figure it out. I guess we have benefited a lot from being well known."

Editor Headlee is, in fact, almost apologetic for the success of "The Doings" as an advertising medium. His unspoken attitude

(Continued on page 112)



You Can Lead Them to P S

"WE HAVEN'T been promoting preventive maintenance as much as we should, but you've given us an idea."

That reader comment sums up the preventive-service situation pretty well. There's more customer interest in it. It's foreshadowed by the predictions on new-car production, by employment levels and by higher taxes and higher cost of living.

Service shops have started the wheels rolling, but the programs aren't in high gear yet.

Samplings among dealerships and independent garages in 19 Southern states last month showed a definite increase in the number of customers requesting estimates on preventive maintenance and appearance reconditioning.

But actual sales for these jobs were not running much above normal for this time of year.

Wide-awake shops were stepping in with all types of promotion to turn the estimates into repair orders.

"We repack front wheels and adjust brakes for \$1.50," reported Wilson Rice of Wilson's Garage, Catlettsburg, Ky. "This gets 50 per cent more brake jobs. I use all the literature and ads I can get from my jobbers, such as those on brake lining, piston rings, motor tune-up and front-end service."

"Faster, cheaper paint jobs have proved successful for us," said G. A. Nichols, service manager, Old Dominion Motors (Hud-

son), Alexandria, Va. "We use direct mail and newspaper advertising. Regulation W, plus decreased purchasing power, is making owners take stock of their present cars. Appearance items are most easily sold, but there is a definite trend to preventive maintenance."

Direct mail and personal contact with those in need of preventive maintenance, plus careful attention to a follow-up system, is paying off for J. R. Hall Motor Sales (Studebaker), Welch, W. Va.

Production estimates for new cars and the expanding defense program point to the increasing importance of car care. Some key men at car factories estimate that 1951 production will total around 5,000,000 cars. Others say it will be closer to the 1948 production of 3,909,270 cars. But most agree that passenger-car production this year will be under the 1949 and 1950 figures.

Many workers going into de-

fense plants will be living farther from their jobs than formerly, so they will need cars. Steady employment and more overtime will bring many people into car-buying income brackets.

But the purchasing power of others has been cut by higher prices for groceries, clothes and other essentials, and they will not be able to buy a new car as often as they would like.

Both factors mean that necessary transportation will rely more heavily on vehicles now on the road.

"We are continuing to talk preventive maintenance," said L. M. Crews, Jr., Crews Garage, Live Oak, Fla. "I am trying to stress to my customers the importance of keeping their cars in good condition and that preventive maintenance does pay."

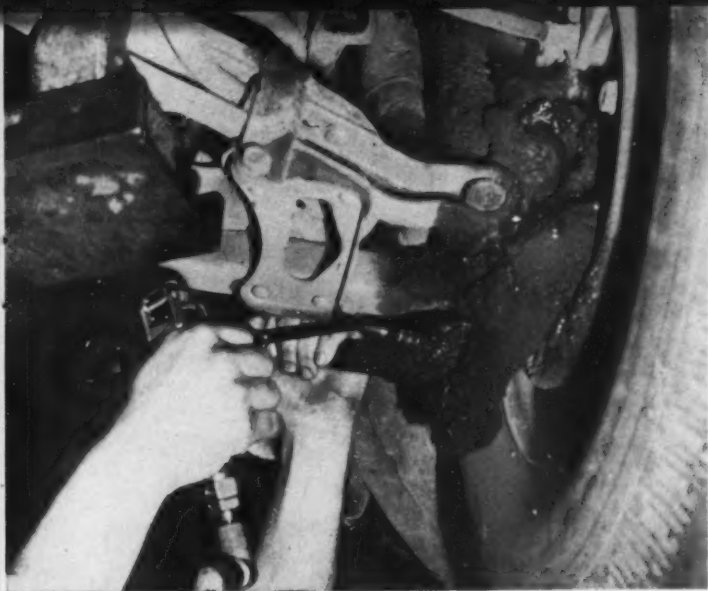
"Since Live Oak and Suwannee County are almost exclusively farming territory and this winter has been so cold that no trucking was possible, the incomes of our farmers are considerably less than in normal seasons. Therefore their spending has not been what it normally is and I believe as a whole our business isn't what it was the last few years."

"I do believe my stressing preventive maintenance has helped my business. I have a good many that come in regularly for a check-up on their car or truck. That helps me, as well as them, in keeping their rolling stock in good

(Continued on page 116)

This emblem stands for the comprehensive preventive-service program drawn up by the Automotive Advertisers Council.





Front-end jobs are among those turned up most frequently by the thorough lubrication check-ups. Here a lube man checks the tie-rod ends for possible defects.

Lube Is the Key to Other Work

By **WILLIAM K. McABEE**
Service Manager, Temple Motor Company (Buick), Alexandria, Va.

ANY good lubrication man can be trained to catch defects in a car while it is on the grease rack.

A complete bumper-to-bumper check-up during lubrication will put a safe car back in the hands of its owner, or at least call attention to spots likely to lead to trouble, and add a sizeable amount of repair volume to a shop.

We believe preventive-maintenance service will become of increasing importance as new-car

production is cut down, and trade-ins start tapering off. Motorists will look more and more to their repair shops to keep their cars in

good running condition.

We are in for higher taxes and the shop that can keep a customer's repair bills down by catching defects before they give trouble and bigger repair bills will be the shop a customer will stick to.

We have made it a practice here at Temple Motor Co. to make a complete check-up of every car while it is being greased. We estimate conservatively that about 20 per cent of our repair volume comes from the grease rack.

The close inspection our two lube men give cars when they have them on the lifts and when they are working under the hood has resulted from the special training we have given the men here in the shop. This has increased the sale of parts as well by at least 20 per cent.

I was very lucky with the two men I undertook to train. They both had been through the regular lubrication course given by the oil companies. I had only to pick up where they left off. For two months I kept our two men under supervision as I trained them to look for trouble spots.

Our introductory point was when the car was up on the hydraulic lift. We looked for a loose drive shaft and loose bolts. The rubber motor mountings might be torn or rotted out. We checked the shock-absorber linkage for loose as well as broken linkage, and the steering-gear linkage for excessive clearance. We told the

(Continued on page 120)

The continuing check-up service is a big factor in the growth of repair volume at Temple Motor Co., which now occupies this handsome building, estimated to have cost approximately \$450,000.





NEWS BRIEFS *of the*

O. W. Dresslar Heads Nashville Dealers

O. W. DRESSLAR of Dresslar-White Co. (Chevrolet) was elected president of Nashville Automobile Trade Association at a recent meeting. Ed Maxey of Maxey and Donnelly was elected vice-president and J. H. King of King Nash was elected treasurer.

Directors include: R. L. Parnell, L. B. Stevens, Edwin Reed, George M. Green, Jr., Buford Wright, Sidney Feldman, Eugene Frazer and E. Gray Smith.

Johns-Manville Names Cassidy and Fisher

LESLIE M. Cassidy has been elected chairman of the board and chief executive officer of Johns-Manville Corp. and Adrain R. Fisher has been appointed president.

Cassidy succeeds Lewis H. Brown, who died in February of this year. Fisher, who joined the company in 1923, succeeds Cassidy as president.

Vehicle-Scrapage Figures Show Increase in 1950

AUTOMOBILE and truck scrapage for 1950 totaled 2,842,551 vehicles, an increase of nearly 50 per cent above the 26-year average scrapage rate of 1,898,675 vehicles a year, R. L. Polk & Co., Detroit, statistical agency which compiles official registration data for the automotive industry, reported recently.

A total of 2,315,110 passenger cars and 527,441 trucks went off the road in 1950, compared with 1,220,041 cars and 484,038 trucks in 1949. The 26-year average yearly scrapage rate is 1,629,370 cars and 269,305 trucks.

"Scrapage" — the number of cars and trucks which fail to be re-registered over the previous year — represents the replacement market, the report stated. The 1950 scrapage rate means,



The architect's drawing came to life in a big way last month as shown by just a part of the crowd of 15,000 that visited "Ford Square" during a one-day open house for the new facilities of Raymond Pearson Ford, Houston, Texas. The photo above was made during a broadcast by Patti Page, a part of the evening entertainment. Col. Raymond Pearson (right), president, highlighted his 35-year connection with Ford in Houston by an old-car contest. Door prizes, souvenirs and corsages for the ladies were other features of the opening. The facilities occupy a full block and include 40 service stalls.



it was pointed out, that the automotive industry is in a favorable position, having to produce only slightly more than 2,000,000 passenger cars and a half-million trucks this year in order to maintain the present levels of car and truck population.

Percentage-wise, car scrapage for 1950 amounted to 36.59 per cent of new registrations, and comprised 5.8 per cent of all cars in use. The corresponding figures on trucks are 60.42 per cent of new registrations and 6.43 per cent of trucks in use.

AUTOMOTIVE INDUSTRY



Milton R. Jarvis has been named assistant vice-president of Universal C.I.T. Credit Corp. and head of the firm's new Jacksonville, Fla., division office. He joined the company in 1927 at the Tampa office and most recently was sales director of the Atlanta division office. Headquarters for the Jacksonville division are in the Atlantic National Bank Building.

Berry Represents Southeast In Ford Dealer Council

E. V. BERRY, service manager at Walterboro Motor Sales, Ford dealership in Walterboro, S. C., was elected one of two delegates from the Ford Division Southeast region to attend the national council of Ford dealers' service managers in Dearborn, Mich., last month.

Berry, with William Gimbel of Philadelphia, was spokesman for nearly 1,000 Ford dealerships in the Southeastern region, which covers all or parts of 12 states south of Philadelphia on the Atlantic seaboard.

S. W. Wasil Joins Willys

Stanley W. Wasil, formerly national business manager for Packard Motor Car Co., has been named assistant regional sales manager for Willys-Overland Motors in the northeastern region. Among the states in the region are Maryland, Delaware, Virginia and West Virginia.

Charlotte Dealers Name R. J. Dolan President

R. J. DOLAN, president of Dolan Motor Co., has been elected president of the Charlotte, N. C., Automobile Dealers Association, succeeding J. "Bo-bo" Langston of Noble Motors.

K. M. Matthews of Mecklenburg Motors, Inc., is vice-president and Clarence E. Williams of Lee Folger, Inc., is secretary. Directors include: Ernest Hicks, Frank Gathings, W. S. McCall, E. O. Anderson, Jr., John Wolfe and Langston.

Panama City Dealers Elect Harrison

WILLIAM F. HARRISON, Jr., of Harrison Motor Co. has been elected president of the Panama City, Fla., Automobile Dealers Association.

Rayford Lloyd of Lloyd Motor Co. was named vice-president

and Robert L. Sala of Sala Motors, Inc., was named secretary-treasurer.

Hafer Becomes President Of Catawba Group

B. L. HAFER of Newton has been elected president of the Catawba County, N. C., New Car Dealers Association, succeeding James E. Gaither. Mack Lockey of Hickory was elected vice-president and Talley Bowman was named secretary.

Directors chosen for three-year terms include: Pink Huggins and R. E. Mozeley of Hickory and Ernest Crouch of Newton.

Marion of Ramsey Dies

Charles A. Marion, Sr., 72, retired chief engineer of Ramsey Corp., died last month at his home in St. Louis, Mo. He was one of the organizers of the Automotive Engine Rebuilders Association.

The driver of the pace car for the 1951 Indianapolis 500-mile race on May 30 gets the feel of the track before leading out what is said to be the fastest fleet of racing cars ever assembled. D. A. Wallace, president of the Chrysler Division, is at the wheel of the Chrysler New Yorker, featuring the 180-horsepower "Fire Power" engine. This is the fourth year a Chrysler has been selected as the pace car. Shown beside Wallace is Wilbur Shaw, president of the speedway, and in the rear seat is Tommy Milton, chief steward.





Raley Brake & Alignment Service

"We Specialize in Your Safety"



If You Have A Problem In

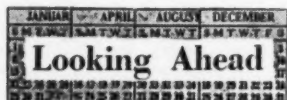
WHEEL ALIGNMENT
FRAME STRAIGHTENING
WHEEL STRAIGHTENING
WHEEL BALANCING

FRONT END REBUSHING
SPRING REPLACEMENTS
HYDRAULIC BRAKES
BRAKE RELINING

Let us correct it for you. We are specialists in this work and have factory trained operators who know your car best. Check up and estimate given without obligation.

Dial 8-2714 BARRANCAS AVE. & "E" ST. Dial 8-2714

Make it simple and leave off a lot of the fancy stuff. Besides, says D. L. Raley, this sort of printing, on a one-cent government card, costs him less than a cent a piece. The owner of Raley Brake & Alignment Service at Pensacola, Fla., said last month he had tried all sorts of direct mail but found this brought the best results for the smallest cost to his firm.



- April 15-16—Spring meeting of Automotive Wholesalers' Association of Alabama, Jefferson Davis Hotel, Montgomery.
- April 24-25—Spring meeting of Southwestern Automotive Wholesalers Association, Oklahoma City, Okla.
- April 26-29—Ninth annual Southwest Automotive Show, Municipal Auditorium, Oklahoma City, Okla.
- May 7-9—Annual convention of Automotive Engine Rebuilders Association, Hotel Sherman, Chicago, Ill.
- May 10-13—Southeast Automotive Show, Lakewood Park, Atlanta, Ga.
- May 13-15—Annual convention of Arkansas Automobile Dealers Association, Arlington Hotel, Hot Springs, Ark.
- May 13-16—Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinehurst, N. C.
- May 14-15—Annual convention of Missouri Automobile Dealers Association, St. Louis, Mo.
- June 25-28—15th exhibit of Automotive Accessories Association, Navy Pier, Chicago, Ill.
- Sept. 16-18—Annual convention of Kentucky Automobile Dealers Association, Kentucky Dam Village State Park, Gilbertsville, Kentucky.

- Oct. 14-16—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.
- Oct. 21-23—Annual convention of Florida Automobile Dealers Association, Tampa Terrace Hotel, Tampa.
- Oct. 29-31—Annual membership

meeting of National Standard Parts Association, Sherman Hotel, Chicago.

Nov. 3-6—Annual convention of Texas Automotive Dealers Association, Shamrock Hotel, Houston.

Nov. 14-15—Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City, Okla.

Dec. 3-5—Annual convention of Motor and Equipment Wholesalers Association, Stevens Hotel, Chicago.

Jan. 27-30—Annual convention of National Automobile Dealers Association, Waldorf Astoria Hotel, New York City.

Willys to Make Jets At Chevrolet Plant

WILLYS-OVERLAND Motors, Inc., has purchased the 13-acre plant at Anderson, Ind., formerly owned by Chevrolet and expects to start immediately a tooling program for jet-engine components for a military order.

About 1,200 workers will be employed, according to Ward M. Canaday, president and board chairman of the company.

This'll Settle That Argument!

Folks who've had arguments about production and sales figures and those who like to know just a little bit more than the next fellow about the size of the automotive industry these days should find plenty of ideas for conversation in these figures released last month by R. L. Polk & Co., Detroit:

Best New-Car Sales Year (Based on Registrations)

1) 1950	6,326,438
2) 1949	4,838,342
3) 1929	3,880,206
4) 1941	3,731,166
5) 1948	3,490,952
6) 1937	3,483,752

Best Month in New-Car Sales

(According to Registrations)	
1) August, 1950	683,995
2) Sept., 1950	625,755
3) July, 1950	609,926
4) June, 1950	583,922
5) Oct., 1950	580,373
6) May, 1941	514,478
7) March, 1950	495,885

Total Cars Registered in U. S.

(As of July 1, 1950)
35,922,286 cars

Best New-Truck Sales Year (Based on Registrations)

1) 1950	1,142,307
2) 1948	1,035,174
3) 1949	961,961
4) 1947	879,132
5) 1941	640,697
6) 1946	625,249

Best Month in New-Truck Sales

(According to Registrations)	
1) August, 1950	126,533
2) July, 1950	117,040
3) Sept., 1950	113,784
4) April, 1948	108,168
5) Oct., 1950	101,169
6) May, 1948	100,614
7) July, 1948	94,056

Total Trucks Registered in U. S.

(As of July 1, 1950)
7,566,650 trucks

Fisher Gets Big Order To Produce Tanks

LETTING of a contract that is estimated will reach a total of \$195,000,000 to the Fisher Body Division of General Motors for the production of tanks for the Army was announced last month by J. J. Cronin, vice-president of the corporation and general manager of its automobile body-building division.

Asked where production would be centered, Cronin stated that the tanks would be built at the GM plant in Grand Blanc, which was operated by Fisher Body in World War II. Some of the facilities of other plants of the division, including Grand Rapids and Flint, will be used in support of the Grand Blanc operation, he said.

During World War II, Fisher Body produced 11,766 welded hull M-4 medium tanks, 5,668 M-10 tank destroyers, and 1,779 M-26 General Pershing, or 45-ton "Tiger Tamer" heavy tanks, as they were popularly known.

Commercial Credit Issues Instalment-Law Resume

A REVISED copy of its resume of laws relating to the filing and recording of retail instalment sales contracts in the 48 states and the District of Columbia has been issued by Commercial Credit Corp.

Tabulated in quick reference form for each state, the chart gives concise information on where to file, time limits, fees and many other items.

Copies may be obtained from Michael Sheehan, advertising and promotion director, Commercial Credit Corp., 14 Light St., Baltimore 2, Md.

Arkansans to Meet May 13-15

The 17th annual convention of the Arkansas Automobile Dealers Association will be held May 13-15 at the Arlington Hotel, Hot Springs, George H. Benjamin, executive secretary, has announced.

Norberg of Exide Retires

R. C. Norberg, chairman of the board of The Electric Storage Battery Co., has retired after 48 years with the company. He was elected president in 1940 and board chairman in 1950.

Dealer Profits Show Gain Over Expected 1950 Level

AUTOMOBILE dealers fared considerably better profit-wise in the last six months of 1950 than was indicated at the end of June, when the National Automobile Dealers Association completed its mid-year survey, it was reported last month by Clark D. Moody, director, dealers business management department of NADA.

Total gross profit for 1950, which amounted to 19.2 per cent of sales, increased 23.7 per cent over 1949. Total expenses increased 14.9 per cent and amounted to 12.5 per cent of sales.

This left an operating profit margin, before taxes and before miscellaneous additions and deductions, of 6.7 per cent. This compared with 5.8 per cent for 1949 and 6.4 per cent in the first half of 1950.

Returns from the survey reached a new high, Moody reported. A total of 5,651 reports were received from all sections of the country and from dealers of every size, representing all makes of cars and trucks. Those reporting delivered close to a million and a half new units last year and their

total sales amounted to nearly five billion dollars.

"Analysis of this vast accumulation of statistical material showed that the industry had not only successfully moved a record-breaking production of new vehicles into the hands of owners, but had salvaged a better margin of profit than seemed possible as the year opened," Moody said.

The turn for the better in profits reflected, of course, the favorable changes that took place in the used-car market during the period, particularly during the summer months.

Total sales for the reporting dealers increased 24.7 per cent over 1949. New-car and truck deliveries were up 34 per cent and used vehicles were up 44 per cent.

Total gross profit from service and parts sales increased 8.5 per cent over 1949, but this gain was just about cancelled by an increase of 8.1 per cent in operating expense.

Service absorption stood at 60 per cent at the end of June, 1950, (Continued on page 182)

This Lincoln sedan was the sweepstakes winner of the 840-mile Grand Canyon run sponsored by Mobilgas, with a ton-mile-per-gallon mark of 66.484. It averaged 25.448 miles a gallon, compared with an average of 23.923 miles a gallon for the 32 cars entered. Awards were given in 11 price classes. All cars were regular stock models.





Southern JOBBERS AND FACTORY MEN

How Does 'Jay' Get Volume?

By Baron Creager
Southwestern Editor

THROUGHOUT the interview there had been no waste of words by J. T. Davis. But when the interviewer picked up his hat to go, Davis wasted some words, to wit:

"Now, don't make me look too good. Don't build me up. Don't make me out a hero."

Those words were wasted because you cannot compound one heroic sentence from the heroic material you get about Davis from Davis.

Oh, he'll talk, but not about Davis, who owns and operates the Motor Parts Co. in Corpus Christi, Texas, currently serves as president of the Automotive Wholesalers of Texas, has twice served as president of the Corpus Christi Automotive Jobbers Association, is one of the wheel horses in Buccaneer Days, the annual Corpus Christi festival, and in his spare time is a soft touch for any and all civic activities. He reluctantly parted with the facts on activities recorded here which were not already common knowledge.



The president of the Automotive Wholesalers of Texas says he doesn't work much. His competitors wish that this were true.

He apparently tries to sell the idea that he is a nonentity in his own business. Says he isn't there much. Doesn't do much work. Delegates authority to his employees. Business runs itself. About all you get from Davis on his history is that he started in as a salesman and ended up owning the place. Just like that. A sinecure, sure enough.

"I just don't see," comments "Jay," as he is known to one and all, "how a fellow could make as many mistakes as I have and stay in business."

But one can hardly digest all of that, either, after visiting with Jay Davis. He knows what's going on. He was asked about competitors in Corpus Christi and he said there were 20. He started naming them, by locations in relation to local geography and he knew what section of the territory they were

getting business from and what kind of business they were rounding up.

And in the face of this competition, how does he get his business?

"Well," said Jay, "perhaps it's better service, or some policy in doing business that makes the customer like you better than he likes your competition. It's pretty hard to put your finger on what it is. Some indefinable something."

"If I had the answer I would quit this business and go on the road and sell the answer. But I don't have the answer and I don't know that anybody has it in this business."

"Maybe I know some parts of the answer. You must have integrity in your establishment and you must tell the truth. You have to know your product, too. But even then, you have to be

able to get in and see the man to convince him of all that.

"The more you know about selling and the more you know about people, the more deals you close, I am sure of that. Especially the more you know about people.

"Take these sales training courses. They're good, all right. But a great many salesmen think they can listen to a sales expert and then go out and sell. But a great many have found out that they don't get the answer from listening to a sales expert."

Jay said he thought perhaps part of the answer was in knowing when to take an order, and how much of an order.

"What I mean is," he went on, "let's say I call on an account I don't know, where I haven't been getting any business. We get along fine, and I could write up a nice order, but I don't. My idea is, don't write an order on the first call unless the order is offered.

Order Today. Tomorrow—?

"Sure, I could probably come away with a good order, but maybe I'd never get another order from that account. Maybe that account would decide I was pretty high-pressure to come in and walk out with a big order on the first call. Probably get a lot more business in the long run by not writing the order on first call.

"Of course, that's not all the answer, either. But knowing people and knowing how to treat people is, in my estimation, more of the answer than having a head full of sales facts."

Jay says there is one condition he thinks all jobbers in the automotive field should do some serious thinking about. That's chiseling.

"Not a pleasant word," he mused. "A chiseler is generally what the other fellow is. Not me. In my case it's smart buying.

"See what I mean? It's smart buying if I get the benefit. It's chiseling if somebody undersells us. I think jobbers should do some thinking about that."

Mention was made of the fact that Jay's unimposing desk is situated in the balcony where he can look down and see the counter. There isn't much glamour and shine around the counter, which is worn from the passage of much merchandise.



"We got a lot of fun and attention out of putting up this display on our counter," reported Owner Ray L. Wiggins of Wiggins Auto Parts, Panama City, Fla., last month. This firm's doors opened a little over a year ago. The buyer and assistant manager is Julian Walker, a veteran in the industry.

"Not a very fancy counter," he commented, "and I'll tell you why. I've noticed that the top men in establishments we sell to hardly ever come into the store, much less appear at the counter. That is, unless they come by to go with me to lunch or some place.

"The working men are the ones who do business across our counter. That's why it isn't very fancy. If it were fancy enough to appeal to the boss and draw him in, it would be so fancy it would scare the man who comes to get merchandise."

Davis located in Corpus Christi in 1927, having come from Mississippi, and was employed in the farm implement department of a hardware concern. In 1933 he went to work as salesman for The Mountjoy Co., when Cory Mountjoy operated a chain of seven Texas stores. Mountjoy later sold the store to two partners and when one partner withdrew in 1936, Davis acquired a half interest. In 1943 he bought out the remaining partner and ever since, he says, has been trying to pay his bills.

Jay says he honestly believes that whatever success he has enjoyed as sole owner resulted from favorable conditions. He told a story to illustrate his point, a story about a successful car dealer.

"Conditions have been right," he added. "I just happened to come in at the right time. And with Corpus—about 108,000 at the last census—doubling in population every ten years, why shouldn't business be all right?"

Jay has another theory he would like for jobbers to think

about. That is his theory that quantity purchases don't entitle a retail consumer to wholesale prices. According to this theory, if a retail consumer buys huge quantities of merchandise, that doesn't make him a wholesale consumer. All it makes him is a big retail consumer.

When Davis joined the Mountjoy organization in 1933, he could have had the top management post in a refrigeration department planned by the hardware firm. But he decided that with his experience in the implement business and with parts, he would like the automotive parts business better.

He doesn't seem to have any regrets from that decision, it would appear.

Perhaps others do, however. Regardless of Jay's pretense of being just a so-so business man, it is a good guess that about 19 competitors in Corpus wish he had chosen refrigeration.

Rowe Becomes Director Of Lamson & Sessions

JAMES M. Rowe, vice-president of the Lamson & Sessions Co. and general manager of the Birmingham, Ala., operations, has been elected a director.



Rowe began his association with the fastener industry in 1919 with American Bolt Co., which later was sold and merged with

Lamson & Sessions.

Starting in the sales department, Rowe was made sales manager in 1935 and in 1940 became general manager of the Birmingham plant and offices. He was elected a vice-president in 1948.

Voss-Hutton-Barbee Co. Is the New Name

VOSS-HUTTON-BARBEE Co. is the new name for Voss-Hutton Co. of Little Rock, Ark., now in its 68th year of operation.

Officers and location remain the same. W. F. Barbee is president, J. E. Bowman is vice-president and W. P. Hutton is secretary. Wallace Townsend and Z. T. Wood are directors. Branches are operated at Hot Springs, Pine Bluff, Russellville, Magnolia and Walnut Ridge.



Copies of this "Turnover Club" membership certificate, complete with gold seal and red ribbon, were presented to ten manufacturers' representatives at the ceremony pictured on this page. Formation of the "glorious organization" was the idea of Phelps-Roberts officials.

"Turnover Club" Members Get Their Shiny Shingles

BECAUSE they helped to achieve a four-time turnover in inventory for their lines during the past year, ten manufacturers' representatives last month became members of the "Turnover Club" of Phelps-Roberts Corp., Washington, D. C.

"A year or two ago we made a point of soliciting the cooperation of numerous factory field men to the end that we attain a minimum of a four-time turnover on their respective lines," said Bob Phelps, secretary-treasurer.

"The project was so successful that it seemed fitting to organize the 'Phelps - Roberts Turnover Club.'"

Membership certificates were printed and were presented at the Baltimore Booster Club oyster roast last month by President Fred S. Roberts, who showed up in full academic attire to add the proper spirit to the presentation. Each representative was given a small memento of the occasion along with the certificate.

"The effort of a manufacturers' representative in his contacts with wholesalers is an important factor in turnover performance," commented Phelps. "The best type of customer any vendor can

have is a successful customer. Success in the wholesale automotive business is largely influenced by the frequency with which inventories are turned."

At the March presentation, certificates were awarded the following: "Mac" MacIntosh of Fram, "Al" Rohde of Federal Mogul, Harlow Wheeler of Auto-Lite (service-parts), John Lingle

and "Don" Raymond of Auto-Lite Merchandising Division, "Mac" McCurdy of Wolfshead Oil, "Hank" Lange of Weaver Manufacturing, "Les" Beitel of Practical Products, Howard Bowers of Allen Electric & Equipment and Gale Lantis of Walker Manufacturing.

Fred S. Roberts was elected senior vice-president of National Standard Parts Association at the annual convention last December and under usual procedure would be elevated to the group's presidency for 1952 late this year.

President Fred S. Roberts donned a cap and gown for the presentation of membership certificates to the "Turnover Club," while the waiters prepared for the lighter side—an oyster roast.





Heading up the show will be (l. to r.): W. H. Vick of Oklahoma City, president; D. L. Naylor of Wichita Falls, Texas, and T. C. Garrett of Dallas, vice-presidents; B. A. Kline of Oklahoma City, treas-

urer; Dean Johnson of Dallas, secretary and show manager, and B. E. Wright of Oklahoma City, who is chairman of the show committee. Available space has long been sold out to the exhibitors.

Southwest Show to Open April 26

THIS year's edition of the Southwest Automotive Show—the ninth—will open in Oklahoma City, Okla., on April 26 for a four-day run with almost every factor in favor of an exposition that could eclipse all previous such events.

This show cannot surpass others in the number of exhibitors because of space limitations in the Municipal Auditorium. But it does not fall far short there, with 196 exhibitors, and Oklahomans are convinced their attendance records will set a new top figure.

And this show will be spread in the atmosphere of a number of distinctions.

It will be the first time the show has left the boundaries of the state of Texas, its birthplace.

In the northernmost location in its history it has already attracted vigorous support from a group of states whose residents, because of distance, have not previously attended.

Among its exhibitors will be a number of manufacturers who have, for some years, refrained from participation. And one convention and one regional meeting will serve as added magnets for automotive factors.

Because of proximity of the show, the Southwestern Automotive Wholesalers Association have moved their meeting to Oklahoma City for April 23 and 24. And on April 25 NSPA will conduct a regional meeting.

The Automotive Wholesalers of

By Baron Creager
Southwestern Editor

Texas evidently rebelled at the idea of transacting official business out of Texas and holding a mid-year meeting as usual. But the association president, J. T. Davis of Corpus Christi, will be there, as will most of the association members. And Texans generally will follow their show into Oklahoma, as indicated by the majority of their number among 260 sponsoring jobbers.

One handicap lies heavily upon the show this year. Dean Johnson, show manager, may be restricted to part-time effectiveness, if any, as he will be recovering, either in a wheel chair or on crutches, from serious injuries suffered in an automobile accident in Oklahoma City March 7.

However, President W. H. Vick, of the Automotive Division of Oklahoma City Hardware Co., and Treasurer B. A. Kline, manufacturers' agent, and others of Oklahoma City have filled the breach occasioned by Johnson's injuries. By the middle of March Vick and Kline reported all in order and that the show would go on without too much incident to interrupt routine.

Although Vick and Kline took charge after Johnson's accident, President Vick soon called a special meeting of the board of directors for March 16. He reported directors unanimously encouraged by information available on Johnson's condition at the time and satisfied with administration of the show affairs.

To facilitate show business, an
(Continued on page 146)

Southwesterners will gather here April 26, 27, 28 and 29.



SERVICE

AND MAINTENANCE



Tips on TIRE WEAR

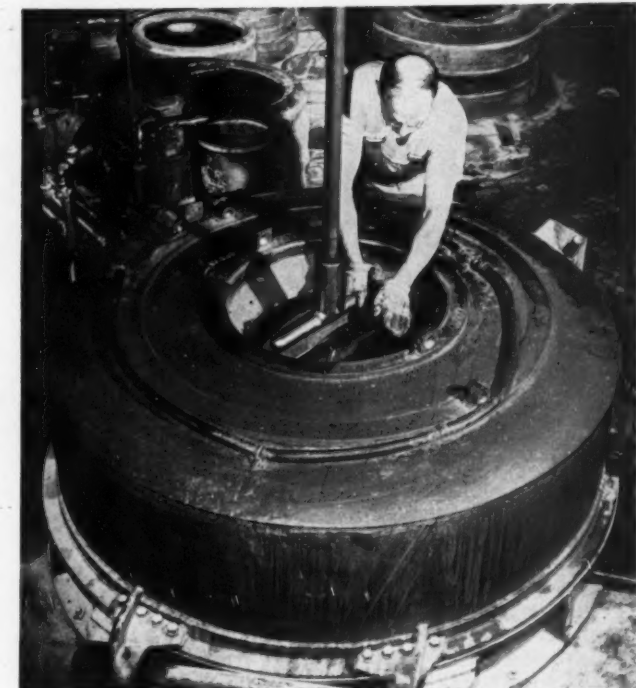
By E. M. Lowery
Technical Editor

IN CHECKING with shops along the "row" we found that all of them reported an increase in wheel alignment and balancing service. Tire shops reported a steady increase in recapping service.

The trend of thought is that things will get a bit worse in the tire business before they get better. The general public also realizes this and has become more "tire-care" minded than at any time during the past few years. Consequently, they are buying more "tire-care" service than before.

Most cases of abnormal tire wear are easily corrected if the causes are understood. Maintenance of proper inflation pressure is one of the most important items of tire care. The inflation pressure recommended for any model vehicle is carefully worked out and should be adhered to. Tires should be checked at least once a month, and, if necessary, inflated to recommended pressure at atmospheric temperature; they should never be checked when hot.

Under-inflation will cause the vehicle weight to distort the normal contour of the tire body and the tire bulges out with extreme flexing action. This wears the



With federal restrictions on rubber use, it's going to be important to watch for tire troubles, at least until synthetic-rubber plants swing into full production later this year. This picture from U. S. Rubber Co. shows the water bag being inserted into the tire in this huge vacuum box. The bag helps shape the tire's interior.

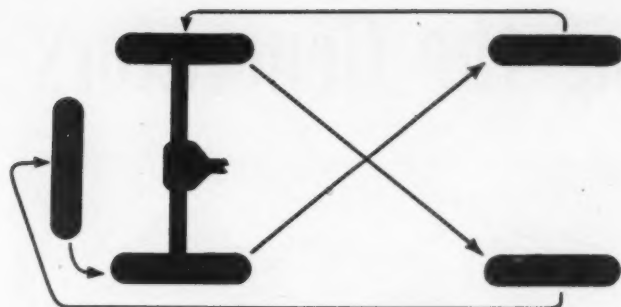
tread at the edge more than the center and generates excessive internal heat, weakening the cords and resulting in bruises, broken cords or ply separation. Under-inflation also leads to rim bruises, as insufficient resistance is provided to prevent the tire from being jammed against the rim and crushed or cut when the tire strikes a curb or rock.

Over-inflation: When a tire is over-inflated, increased tension caused by excessive pressure prevents proper deflection of the

side-walls. This results in wear in the center of the tread and the tire loses its ability to absorb road shock. Under this increased strain cords in the tread area eventually snap, causing an X or diagonal break. This usually results in a blow-out.

Interchanging or Rotating Tires

To minimize the possibility of tire noise and equalize wear, it is recommended that tires be rotated (see diagram) at regular intervals of approximately 4,000 miles



Rotating diagram. Rotate tires at least every 4,000 miles.

and more frequently in the case of the driver who gives his tires extremely hard wear. This will prevent undue wear on any particular tire which might cause excessive noise, but, more important, it will equalize the wear on all tires and will also get some use of the spare, which is often allowed to remain as a spare until the other tires are worn out.

When tires are rotated they should be inspected for cuts or bruises and checked for balance.

Heel-and-Toe Wear

This type of wear gives a saw-tooth effect on the tread, with one end of each tread block worn more than the other. The end which wears is that which first grips the road when the brakes are applied.

High-speed driving and excessive use of brakes will cause this type of wear on any type of tread design. However, heel-and-toe wear is not so prevalent on the rear tires because of the propelling action which creates a counteracting force that wears the opposite end of the tread block.

These two stresses on the rear tires wear the tread blocks in opposite directions and make for more even wear, while on the front tires the braking stress is the only one which is effective.

Side Wear

This is called "cambering" or "cornering wear," and there are three reasons why tires wear more rapidly on one side of the tread than on the other:

1.—Wheel camber causes tires to run at certain angle from the perpendicular. This results in side wear.

2.—Side thrust when rounding turns causes wear on the side of



Technical Editor Lowery

the tread. In making a turn to the left at high speeds, the outside shoulder of the right tire and the inside shoulder of the left tire take most of the wear. When making a right turn, the opposite shoulders of the tires are worn.

3.—High-cambered roads cause an increased wear on the side of the right front tire. This is particularly true when there is too much toe-in on front wheels or when positive camber of right front wheel is greater than the left. Since both cornering wear and abnormal camber wear result in half of the tread wearing more than the other, they are sometimes confused.

Cornering wear can be most easily distinguished from abnormal camber wear by the rounding of the outside shoulder or edge of the tire, and by the roughening of the tread surface in this region denoting severe abrasion. In addition, cornering wear often produces a fin or raised portion along the inside edge of each row in the tread pattern. In some cases this fin is almost as pronounced as a toe-in fin and in other cases it tapers into the row of tread blocks to such an extent that the tire has a definite step wear appearance. That is, the outside edge of any row is worn more than the inside edge. This gives an appearance of steps when looking directly at the tire tread.

On front tires, camber alone would wear the outside rows more than the inside rows without any signs of step wear. Also shoulders would be left sharp on both sides.

Camber should only be corrected when it is outside specifications and when abnormal camber wear outweighs cornering wear.

Toe-In or Toe-Out Wear

Front wheels should be straight ahead or toe-in slightly. When there is excessive toe-in or toe-out, tires will revolve with a side motion and scrape the tread rubber off. If the misalignment is severe, the rubber on both tires will be scraped off, but if the misalignment is only slight, the rubber will be scraped off only one tire.

In general, if right front tire shows most wear, toe-in or right camber is too much; if left front tire shows most wear, front wheels toe-out or left wheel has too much camber.

The scraping action against the face of the tire causes a small feather edge of rubber to appear on one side of the tread. The presence of this feather edge indicates irregularity.

Other types of wear, such as a
(Continued on page 100)

May Issue: Chevrolet Brakes

Service procedures for the self-energizing brakes used on 1951 Chevrolet passenger cars will be discussed by Technical Editor Lowery in the May issue.

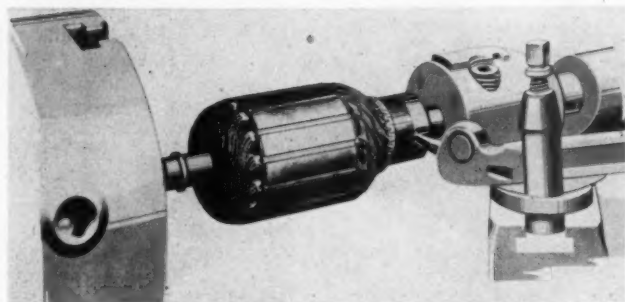
Overhauling the Generators

Presenting something of a "refresher" on repairs to this vital mechanism.

By E. S. Harris

THE old "Gold is where you find it" saw never fitted any situation better than that of modern generator service, for that's gold in them thar generators if you have the gumption to scratch for it.

Just recently a service manager was pensively riffling through his last year's repair orders to see if he could possibly jack up his service sales volume in the present year. Although he wasn't consciously looking for it, he found a peculiar thing about his generator-overhaul business. In practically every case it was the only mechanical operation on the



Mount armature in lathe by bearing surface instead of by shaft centers, and take light cuts to leave as little burr as possible and reduce amount of runout.

repair order, and to a service manager's manner of reasoning, that can mean just one thing: the customer *bought* that service; it wasn't *sold* to him.

He knew darned well this was an unusual situation in his shop, for in previous years the generator-overhaul job was practically always an additional item on the repair order—often a penciled write-in on the hard copy—and,

incidentally, there were a lot more of them before. This situation meant one of two things:

1.—Generators didn't require overhaul in 1950 as they did in previous years.

2.—Someone was falling down on the generator service sales.

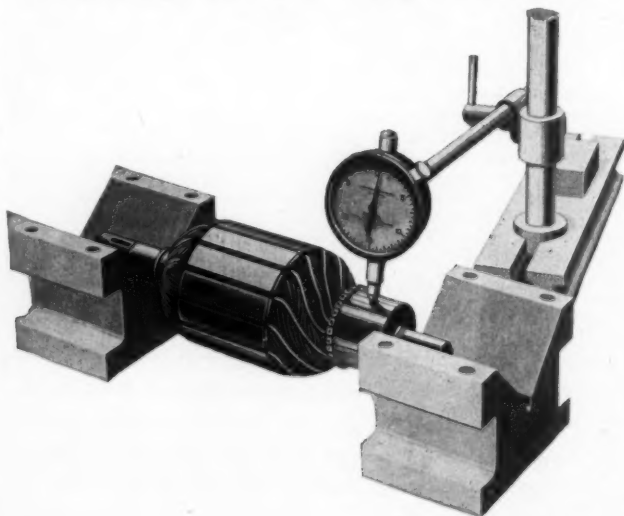
In considering the two possibilities he could find no possible reason for generators requiring less service than in previous years. If anything, they had more work to do, so should require more attention.

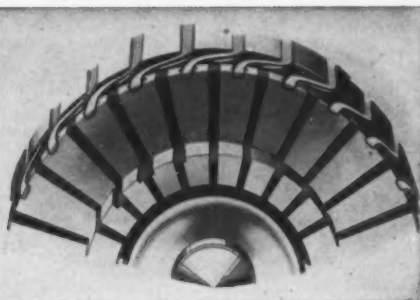
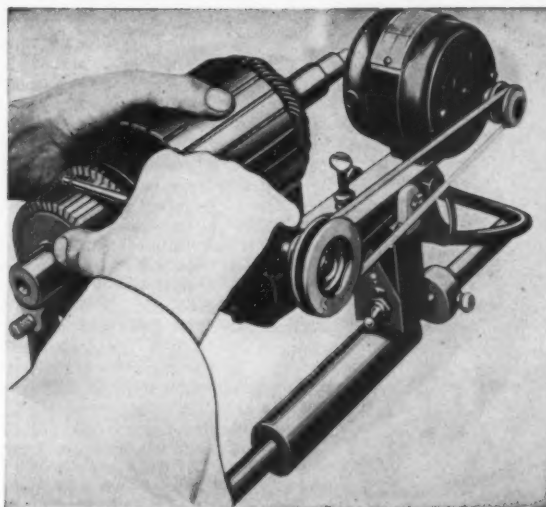
Then he began to consider his service-selling crew. Were they forgetting to promote this job? He had exactly the same salesmen as before, and so far as he could see they were hitting the ball. They were kept on the jump handling customers, following up their jobs and calling the customers to authorize additional work found by the mechanics.

It was then that the possible cause for the slump in generator service struck him. The service-sales crew was intact, but a year ago one of his best and oldest tune-up and electrical men had left the line to take his family to a different climate for the health of one of his children. Now that he thought of it, Frank always had his bench full of generators and other mechanics on the line were often called on to take care of the overflow that Frank couldn't handle himself. Incidentally, no one had drawn a pay

Illustrations courtesy of The Electric Auto-Lite Co.

Commutator runout can be measured with armature mounted in "V" blocks so the indicator reading will show total runout as it is rotated.





Left: Undercenter machine should be fitted with a cutter .002" thicker than the mica to be undercut, and the depth should be adjusted to 1/32" to 3/64".

Above: The first six segments are examples of poor undercutting, while the last three are properly cut.

check like Frank's since he'd left the shop, so the generators must have had something to do with that, too.

Bounding out of his swivel chair, our service manager galloped out to the entrance drive and asked each of the service salesmen one question: "Who sold all those generator jobs that always had Frank's bench and stall swamped almost every day?" And he got the same answer in each case: "Why, he sold them himself by inspecting every generator that reached his stall, regardless of what other job the work order called for."

The next step in his unraveling of the "strange case of the lost generator-service revenue" was a little offhand questioning of the boys in the tune-up department.

"Were you pulling the inspection band on all the generators to see if the commutator was in good shape and if the brushes were worn past the safety point?" he asked.

"Naw," the consensus seemed to be, "the customer would just think we were trying to sell him something if the generator was still charging, and, besides, you can get an awful lot of headaches and comebacks from overhauling generators."

Here was a situation that required some quiet cogitation. No use jumping all over the guys for skipping an important preventive-maintenance operation that

was resulting in a loss of some hundreds of dollars each month in parts and labor sales. And there was also the unhappy consideration that the customers were probably having generator failures which they were having overhauled elsewhere, and not thanking their regular shop for failing to protect them from such failures. It's things like this that give service managers ulcers.

Here was his problem in a nutshell: "How to get his tune-up and other mechanics to locate generators requiring service and how to get them properly instructed in the service itself so they wouldn't be afraid to tackle it?" He couldn't expect his busy service salesmen to do these inspections and he knew they could sell the work for the present tune-up men as they did for Frank, if the boys would only tell them whom to call for the selling.

The next day the bulletin board carried the announcement that all mechanics would bring their coveralls to the service meeting, and no excuse for non-attendance would be accepted. When the boys showed up he was ready for them.

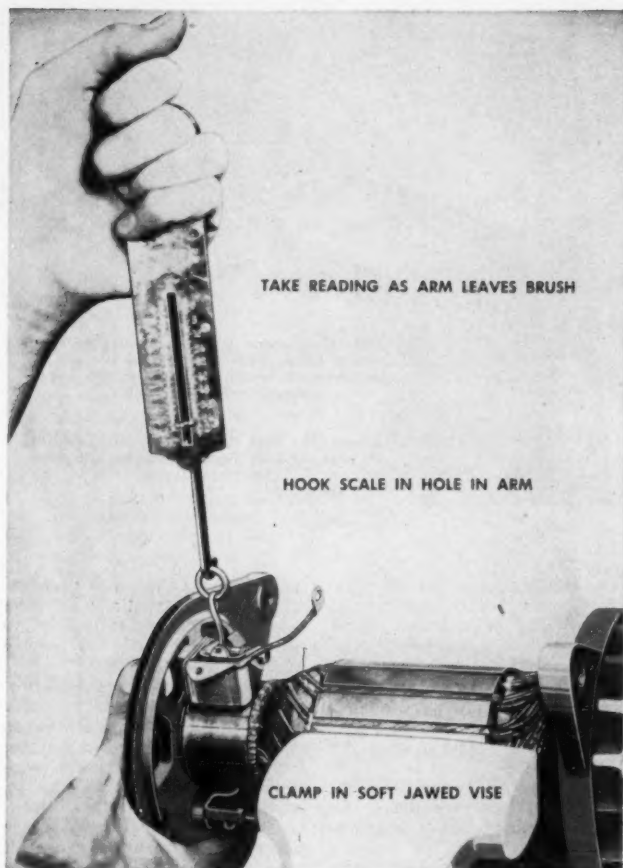
"This is a work-meeting tonight, fellows, and it is going to result in a raise in pay for every man jack of you. As you see, there is a generator of the make we service most in our shop since our cars are equipped with it, for each one of you. Tonight we will

each overhaul a generator according to the instructions I'll give you as we go along, and every job will check out ready for service when we leave the shop.

"When you know the right procedure, you won't have to worry about comebacks and will want as many jobs of the kind as you can find. That you will make more money I can prove to you by reading off the size of the weekly pay checks Frank made through his concentration on this type of service. Then see if any of you have been able to match his take.

"First, let it be understood this is no fast promotion scheme to be pushed like mad and then forgotten. We will not countenance any sale of service that isn't needed. This is for the steady pull to recoup all the service we lost last year by simply selling the customer something that he needs, and which he bought some place else if he got it in 1950. We'll not go into the fundamentals of generator operation since you men have all been mechanics for years and will need only a brush-up on the service procedure we'll use to locate trouble and service the generators.

"Our routine inspection should catch practically all the generators in questionable condition, and won't take enough time for it to be missed. Since a slipping fan belt can result in lowered output, it will be checked for wear



Method of measuring brush spring tension in reaction-type brush holders. Be sure to pull on scale in a line parallel to the sides and face of the brush.

and tension. Rough bearings can often be detected by simply laying the hand on the generator while the engine is running to feel for roughness and vibration.

"The cover band is removed and the commutator and brush holders are inspected for excessive oil and dirt which may cause poor performance. (Frank turned up several engine-overhaul jobs when he located fresh oil which had been drawn into the generator from the engine breather.)

"The ventilating holes and the fan on the pulley should be inspected for dirt accumulations which might obstruct the flow of air. If the brushes show cracks, are oil soaked, or worn to one-half their original length, they are due for replacement. The genera-

tor should also be pulled for work when the brush holders are dirty enough to start grounding out or when the commutator is worn. Signs of thrown solder on the inside of the cover band are also a trouble sign.

"Incidentally, the generators we have here tonight were taken from the cars of our regular customers that ran through the shop. Every one of them needs service, but not a one was turned in for this work by a mechanic. Our service-sales crew made the inspections and arranged to get the cars for tonight's school, by offering to make the corrections without charge. When we finish with them, we'll install them on their cars.

"But, let's get on.

Preliminary Motor Test

"With cover band removed, place the generator on the test bench and connect for motoring test by connecting an ammeter and variable resistance in series between the armature lead or terminal and one battery terminal. Connect the second battery terminal to the generator frame and connect a voltmeter from the armature terminal or lead to the generator frame.

"Complete the field circuit by connecting the field lead or terminal to either the generator frame or the armature terminal, depending upon the internal connections of the generator. (All Auto-Lite third-brush generators and most shunt-type units have the external field terminal grounded by regulator and must have field terminal grounded to the generator frame to complete the field circuit. However, generators using heavy-duty regulators have the field circuit grounded within the generator and must have the field and armature terminals connected together to complete the field circuit.) With generator so connected it should operate as a motor, with the armature turning slowly.

"Adjust the variable resistance to give the generator terminal voltage as specified for the motoring test on that particular type of generator, and read the ammeter. Also note the brush action during the test, for the results of this test will indicate the conditions to watch for and correct during the overhaul.

Low Motoring Current

"If low motoring current is found, look for high resistance in the internal connections and in the brush contact on the commutator. An open armature can be detected, because one spot on the commutator will be burned by the arc which is formed every time the open passes under the brush.

"The most likely causes of high resistance are worn brushes and a dirty or worn commutator, both of which can be located by visual inspection.

High Motoring Current with Armature Not Turning

"The above condition indicates that the field coils or armature may be grounded or shorted, that the brush position is incorrect due

to the installation of the wrong head on the generator, or to the incorrect assembly of the generator. Also, it may be due to some restriction preventing armature from rotating. Check carefully for this trouble when turning armature by hand.

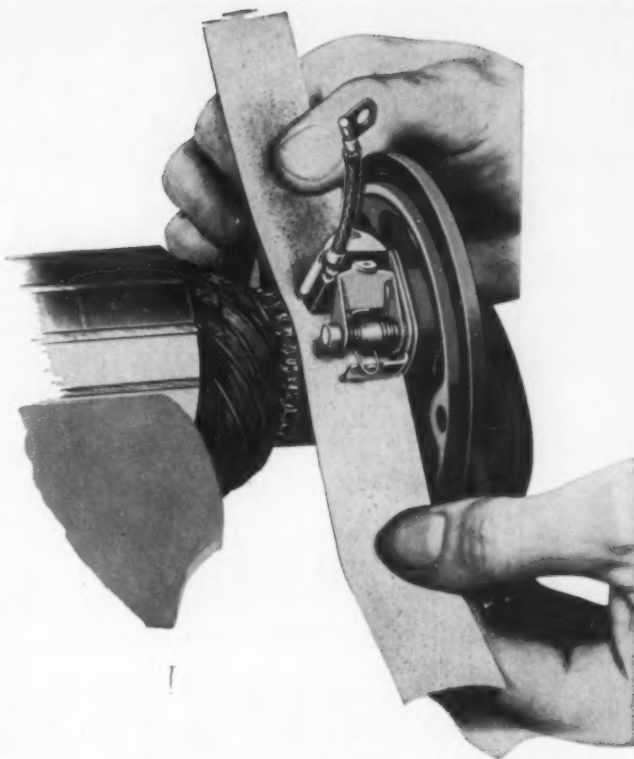
High Motoring Current with Armature Turning

"This may be caused by excessive drag on the armature because of worn or dry bearings, improper end play, loose or misaligned bearings, brush tension too high, worn or rough commutator or other interference with armature movement.

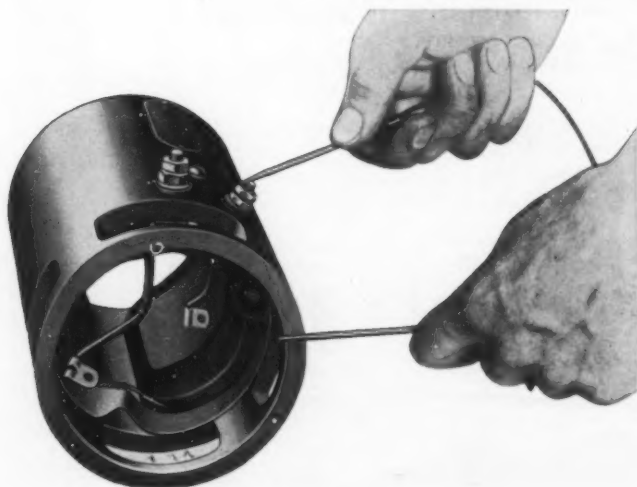
Excessive Brush Movement or Arcing

"Check armature for 'opens,' commutator for dirt, wear and runout, brushes for wear, damage and proper tension. Connect generator as described, except remove the variable resistance from the circuit and add a load rheostat across the battery terminals. Connect the generator to the driving motor and operate in the specified direction of rotation. Increase the speed slowly and hold the voltage at the specified value by adjusting load.

"On shunt-type units note the speed when the specified output is obtained, and on third-brush generators note the peak output as the speed increases. Adjust the third brush to give the specified output by placing a screwdriver against the base of the



Cut No. 00 or 000 sandpaper the exact width of the commutator and place it under the brush with the sanded side out. Hold commutator end firmly and pull the paper in the direction so the brush is forced toward its holder.



third-brush holder stud and tapping lightly with the hand. If the speed is higher than the specified value, or if the specified output cannot be obtained, check for inadequate brush seating, high resistance and for faulty armature or fields. Make sure brush position has been correctly set.

"These tests are made when the generator is at room temperature as heat increases the resistances of the windings and changes operation characteristics. All specifications are given for a cool generator. In the rare occasions when the generator must be tested
(Continued on page 102)

Field coils can be checked for grounds by touching from the field terminal to the ground. On some types it is necessary first to remove the field ground connection.

SERIES

WIRING DIAGRAM FOR 1951 NASH STATESMAN AND AMBASSADOR

ANOTHER BIG WIN FOR STUDEBAKER!

*And here's how Studebaker dealers
are telling all America about it!*

*Among 26 cars entered in standard classifications
in the 1951 Mobilgas Economy Run...*

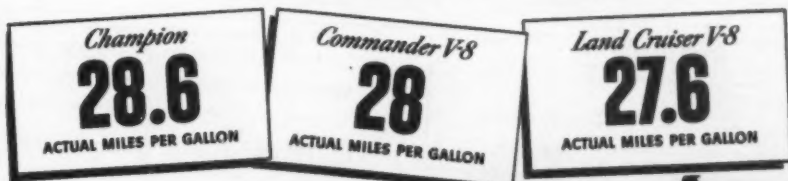
three Studebakers

CHAMPION...COMMANDER V-8...LAND CRUISER V-8

finished 1st, 2nd and 3rd in actual miles per gallon

**Commander V-8 won the highest award
in price class B for ton miles per gallon**

**LOOK AT THESE SENSATIONAL
STUDEBAKER GAS MILEAGES**



SERIAL No.—On left front door lock pillar post.
SHOCK ABSORBERS—Ride or bounce, direct acting type. See General Instructions.

AIR CLEANERS—Wire gauze or fiber mesh, MO. Oil Bath, SAE 40 or 50 Summer, SAE 20 Winter. Do not use lighter than SAE 20. (Clean airtube breather element when servicing carburetor air cleaner). Oil Filter Cap, if wire gauze or fiber mesh type, not lighter than SAE 20. See General Instructions.

CRANKCASE—Where SAE 20 is recommended, 20-20W is generally satisfactory. Where SAE 10-10W is recom-

manded, 10W is satisfactory.

AUTOMATIC TRANSMISSION—Use Premium Type Motor Oil only. See General Instructions.

TRANSMISSION—(With Overdrive) Capacity 3½ qt. or lb. Use SAE 90 all seasons. (Conventional and With Overdrive) 40 SAE 40 Summer and Winter may be used if desired. Do not use Extreme Pressure Gear Lubricant.

REAR AXLE SHAFT BEARING—Clean vent hole located above plug and drain hole in axle housing. Range before lubricating bearing. Remove plug, insert fitting and lubricate until lubricant is forced out vent hole, replace plug.

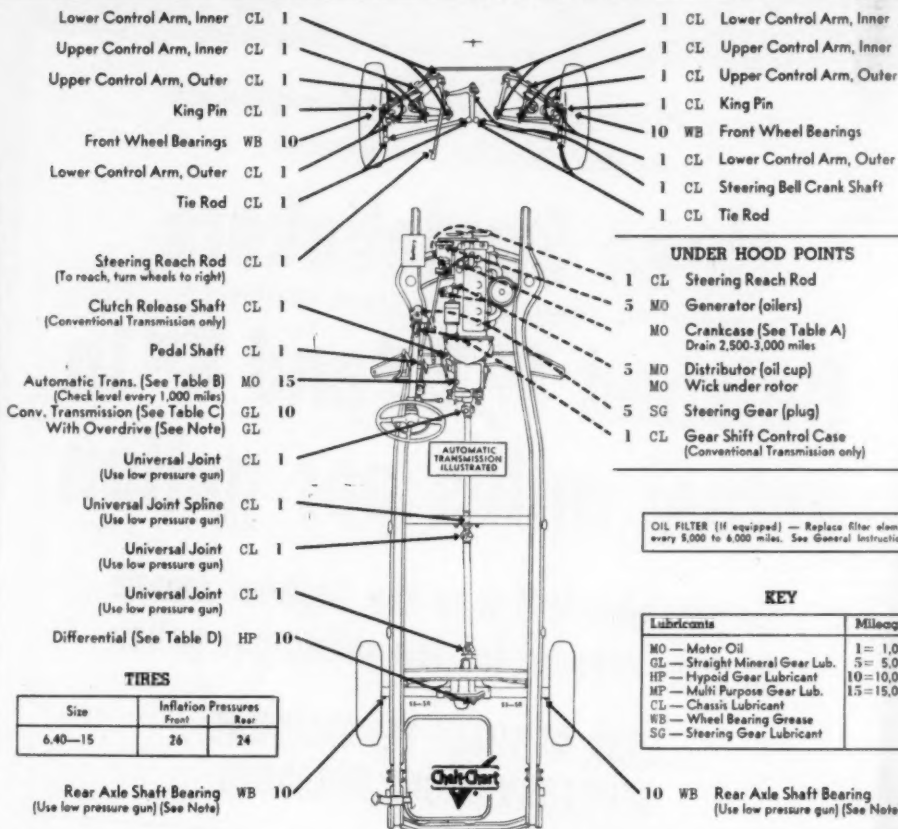
CLUTCH OPERATING SHAFT BEARING, GEAR SHIFT RODS, CLUTCH PEDAL AND HILL HOLDER LINKAGE (Conventional Transmission only); **PARKING BRAKE LINKAGE**—Lubricate with MO every 1,000 miles.

DIFFERENTIAL—MP may be used if desired. Do not mix various types of hypoid lubricants.

POINTS REQUIRING NO LUBRICATION—

Water Pump, Fan, Starter, Clutch Release Bearing, Rear Spring Bolts and Shackles, Rear Springs (plastic inserts), Propeller Shaft Support Bearing.

MODEL	(A) CRANKCASE						(B) AUTOMATIC TRANS.			(C) CONV. TRANS.			(D) DIFFERENTIAL			Cooling System Capacity	Gas Tank Capacity
	Capacity	Over +90°	Lowest Expected Atmospheric Temp. +32°	+10°	+10°	-10°	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°		
All	Qt. 5	SAE 30	SAE 30	SAE 20	SAE 10-10W	SAE 10-10W	Qt. 9½	*10W	*10W	Pt. or Lb. *1½	*90GL	*90GL	Pt. or Lb. 2½	*90HP	*90HP	Gal. 18	11½



TIRES

Size	Inflation Pressures
	Front Rear
6.40-15	26 24

UNDER HOOD POINTS

1 CL	Steering Reach Rod
3 MO	Generator (oilers)
MO	Crankcase (See Table A)
	Drain 2,500-3,000 miles
3 MO	Distributor (oil cup)
5 MO	Wick under rotor
5 SG	Steering Gear (plug)
1 CL	Gear Shift Control Case (Conventional Transmission only)

OIL FILTER (If equipped) — Replace filter element every 5,000 to 6,000 miles. See General Instructions.

KEY

Lubricants	Mileages
MO — Motor Oil	1 = 1,000
GL — Straight Mineral Gear Lub.	5 = 5,000
HP — Hypoid Gear Lubricant	10 = 10,000
MP — Multi Purpose Gear Lub.	15 = 15,000
CL — Chassis Lubricant	
WB — Wheel Bearing Grease	
SG — Steering Gear Lubricant	

SPECIAL SERVICES
 Battery—Check condition and add distilled water
 Body and Hood—See Body Lubrication Chart
 Gasolines—Suggest filling tank
 Lights—Check for burned-out bulbs
 Owner's Lubrication Record—Change mileage
 Report Condition of These Items to Owner—Tires, Valve Stem Caps, Fan Belt, Battery Cables, Wiper Blades, etc.
 Read General Instructions for detailed information on principal parts and lubrication service under extreme temperature conditions
 Copyright 1951, THE CHEK-CHART CORPORATION, Chicago. Printed in U.S.A.

(Hypoid Rear Axle—Coil Front Springs—Automatic Transmission optional—Transmission with Overdrive optional)

44 LUBRICATION POINTS — 7 DIFFERENT LUBRICANTS

STUDEBAKER Champion (10G)—1951

—Courtesy of The Chek-Chart Corp. Not to be reproduced without special permission.

LUBRICATION CHART FOR 1951 STUDEBAKER CHAMPION



*Identical
QUALITY...
Identical
RESULTS*

Delco-Remy generators manufactured for original equipment and those for replacement are of identical quality.

Thus the term "original equipment part" is a true description of Delco-Remy replacement generators.

These replacement units maintain the original balance in Delco-Remy electrical systems — thus prolonging the life of other electrical units and holding original performance levels.

Delco-Remy replacement generators are available through United Motors distributors for all Delco-Remy equipped vehicles.



DELCO-REMY—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

Delco-Remy
DIVISION, GENERAL MOTORS CORPORATION
ANDERSON, INDIANA

WHEREVER WHEELS TURN OR PROPELLERS SPIN
SOUTHERN AUTOMOTIVE JOURNAL for APRIL, 1951

CURRENT PASSENGER-CAR SPECIFICATIONS

Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Tasable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	ENGINE						
							Main Bearings	RINGS	OIL	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
							No. and Size Comp.	No. and Size Oil	Crankcase (qts.)				
BUICK 40 Sp. & 44 Cust. Sp.	121½	8J	3½ x 4½	32.51	120@3600	LB	5 2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK 50 Super (except Model 52)	121½	8J	3½ x 4½	32.51	124@3600	LB	5 2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK Model 52	125½	8J	3½ x 4½	32.51	124@3600	LB	5 2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK 70 Roadmaster (except Model 72)	126½	8J	3½ x 4½	37.81	152@3600	LB	5 2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca
BUICK Model 72	130½	8J	3½ x 4½	37.81	152@3600	LB	5 2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca
CADILLAC 61	122	8J	3½ x 3½	46.5	160@3800	LB	5 2-.0781	1-.1875 1-.1875	5	AC	N	Y	Ca-RP
CADILLAC 62	126	8J	3½ x 3½	46.5	160@3800	LB	5 2-.0781	1-.1875 1-.1875	5	AC	N	Y	Ca-RP
CADILLAC 60	130	8J	3½ x 3½	46.5	160@3800	LB	5 2-.0781	1-.1875 1-.1875	5	AC	N	Y	Ca-RP
CADILLAC 75	146½	8J	3½ x 3½	46.5	160@3800	LB	5 2-.0781	1-.1875 1-.1875	5	AC	N	Y	Ca-RP
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6J	3½ x 3½	29.4	92@3400	G	4 2-.1237	1-.1863 1-.1863	5	AC	N¹	Y	RP
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	115	6J	3½ x 3½	30.4	105@3600	G	4 1-.1237 1-.0932	1-.1863 1-.1863	5	AC	N¹	Y	RP
CHRYSLER Wind. & DeLuxe	125½	6I	3½ x 4½	28.36	116@3600	Ch	4 2-.0937	2-.1562 2-.1562	5	Y	Y	Y	B&B
CHRYSLER N. Y. & Imperial	131½	V8	3½ x 3½	46.51	180@4000	Ch	5 2-.0781	1-.1875 1-.1875	5	Y	Y	Y	Ca
CHRYSLER Crown Imperial	145½	V8	3½ x 3½	46.51	180@4000	Ch	5 2-.0781	1-.1875 1-.1875	5	Y	Y	Y	Ca
CROSLLEY Model CD	80	4J	2½ x 2½	10	26.5@5400	G	5 2-.0625	2-.155 2-.155	2	Fr	Fr	N	T
DeSOTO S-15 DeLx & Custom	125½	6I	3½ x 4½	28.36	116@3600	Ch	4 2-.0937	2-.1562 2-.1562	5	Y	Y	Y	B&B
DODGE Wayfarer	115	6I	3½ x 4½	25.35	103@3600	Ch	4 2-.0937	2-.1562 2-.1562	5	Y	N	N	St
DODGE Coronet & Meadow.	123½	6I	3½ x 4½	25.35	103@3600	Ch	4 2-.0937	2-.1562 2-.1562	5	Y	Y	Y	St
FORD & Custom 6 Cyl.	114	8I	3½ x 3½	32.5	100@3600	G	3 2-.0933	2-.186 2-.186	5	Y	N¹	N	Own
FORD & Custom 6 Cyl.	114	6I	3.3 x 4.4	26.1	95@3300	G	4 2-.0933	2-.186 2-.186	5	Y	N¹	Y	Ho
FRAZER Std. & Man.	123½	6I	3½ x 4½	26.3	115@3650	K	4 2-.0925	2-.1550 2-.1550	5½	AO	Y	Y	Ca
HUDSON Pacemaker	119	6I	3½ x 4½	30.4	112@4000	Ch	4 2-.078	2-.1875 2-.1875	7	Y	N	Y	Ca
HUDSON Super 6	124	6I	3½ x 4½	30.4	123@4000	Ch	4 2-.078	2-.1875 2-.1875	7	Y	N	Y	Ca
HUDSON Super 8	124	8I	3. x 4½	28.8	128@4200	G	5 2-.093	2-.1875 2-.1875	7	Y	N	Y	Ca
HUDSON Hornet	124	6I	3½ x 4½	34.9	145@3800	Ch	4 2-.093	2-.1875 2-.1875	7	Y	N	Y	Ca
KAISER Spec. & DeLuxe	118½	6I	3½ x 4½	26.3	115@3650	K	4 2-.0925	2-.1550 2-.1550	5½	AO	Y	Y	Ca
HENRY J	100	4I	3½ x 4½	15.63	68@4000	G	3 2-.0925	1-.186 1-.186	4	f	N¹	N	Ca
HENRY J DeLuxe	100	6I	3½ x 3½	23.44	80@3800	G	4 2-.0925	1-.186 1-.186	5	f	N¹	Y	Ca
LINCOLN Cosmopolitan	125	V8	3½ x 4½	39.2	154@3600	G	3 2-.0933	1-.186 1-.186	6½	Y	Y	Y	Ho
LINCOLN	121	V8	3½ x 4½	39.2	154@3600	G	3 2-.0933	1-.186 1-.186	6½	Y	Y	Y	Ho
MERCURY	118	V8	3½ x 4	32.5	112@3600	G	3 2-.0933	2-.186 2-.186	D	Y	Y	N	Ho
NASH Statesman	112	6I	3½ x 4	23.44	85@3800	Ch	4 2-.0930	2-.1547 2-.1547	5	AC	N	Y	Ca
NASH Ambassador	121	6J	3½ x 4½	27.34	115@3400	Ch	7 2-.0930	2-.1547 2-.1547	6	AC	N	Y	Ca
NASH Rambler	100	6I	3½ x 3½	23.44	82@3800	Ch	4 2-.0930	2-.1547 2-.1547	5	AC	N	Y	Ca
OLDSMOBILE 88 & 98	J	8J	3½ x 3½	45.0	135@3600	K	5 2-.0781	1-.1875 1-.1875	5	AC	N¹	N	Ca-RP
PACKARD "200"	122	8I	3½ x 3½	39.2	135@3600	Ch	5 2-.0935	1-.1865 1-.1865	7	AC	N	Y	Ca
PACKARD "300"	127	8I	3½ x 4½	39.2	150@3600	Ch	5 2-.0935	1-.1865 1-.1865	7	AC	Y	Y	Ca
PACKARD "400"	127	8I	3½ x 4½	39.2	155@3600	Ch	9 2-.0935	1-.1865 1-.1865	7	AC	Y	Y	Ca
PLYMOUTH P-23 Concord, Suburban and Savoy	111	6I	3½ x 4½	25.35	97@3600	Ch	4 2-.0937	2-.1562 2-.1562	5	f	N	N	Ca
PLYMOUTH P-23 Cambridge and Cranbrook	118½	6I	3½ x 4½	25.35	97@3600	Ch	4 2-.0937	2-.1562 2-.1562	5	f	Y	N	Ca
PONTIAC 6 Model 25	120	6I	3½ x 4	30.4	96@3400	M	4 2-.0933	1-.1863 1-.1863	5*	AC	N	Y	RP
PONTIAC 8 Model 27	120	8I	3½ x 3½	36.4	116@3600	M	5 2-.0933	1-.1863 1-.1863	5*	AC	N	Y	Ca
STUDEBAKER Champ. 10G.	115	6I	3 x 4	21.6	85@4000	G	4 d	1-.1562 1-.1562	5	AC	A	Y	Ca
STUDEBAKER Cmdr. H.	115	V8	3½ x 3½	36.4	120@4000	G	5 2-.078	1-.1865 1-.1865	6	AC	A	Y	St
STUDEBAKER Land C. H.	119	V8	3½ x 3½	36.4	120@4000	G	5 2-.078	1-.1865 1-.1865	6	AC	Y	Y	St
WILLYS Jeepster & Sta. Wag.	104	4F	3½ x 4½	15.6	72@4000	G	3 2-¾"	1-¾" 1-¾"	4	HH	N¹	Y	Ca-Zn
WILLYS Jeepster & Sta. Wag.	104	6I	3½ x 3½	23.4	75@4000	G	4 2-¾"	1-¾" 1-¾"	5	AC	N	Y	Ca-Zn

*-Refill
 **-¾ dry, 6 refill
 A-Accesory
 AC-A.C. Spark Plug
 R&B-Carter
 Ca-Carter

Ch-Chain
 D-6 dry, 5 refill
 d-Top .0937, Middle .125
 F-F Head motor
 F-A.C. United Specialties and Industrial Wire Cloth Products

ABBREVIATIONS
 F-Fram
 G-Gear
 HH-Houdaille-Hernsey
 Ho-Holley
 I-I Head motor
 j-"88", 119½; "98", 122

J-Overhead valve
 K-Link Belt or Morse
 LB-Link Belt
 M-Morse
 NI-Optional at extra cost
 N-No

RP-Rochester Products
 St-Stromberg
 T-Tillotson
 Y-Yes
 Zn-Zenith

CURTIS

AUTOMOTIVE SERVICE EQUIPMENT



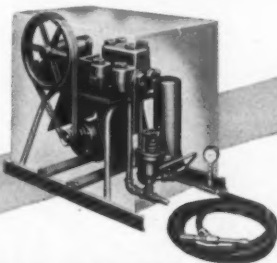
**Full-Hydraulic
TWO-POST
SHOP
LIFT**

Assures complete accessibility... adds to efficiency... saves manhours... increases profits.

- Easy "Spotting" of Vehicles
- Minimum Floor Space Required
- Rotatable Rear Carriage Provides 60° Wheelbase Range
- No Obstruction Above Floor Line
- Safe Pickup—"V"-Cut Rear Axle Supports; Multiple "V"-notched Front Supports
- Maximum Accessibility—tallest man can work with ease
- Low Installation Cost—Concrete Forms Provided



Also single-post lifts for passenger cars; single or two-post for buses and trucks.



HYDRAULIC CAR WASHERS (For Better and Faster Car Washing)

Another Curtis profit builder because of saved manhours. Developing pressure up to 300 pounds.

- Sizes—1 to 3 H.P.
- One and Two-Gun Models
- Timken-Bearing Equipped
- Self-Oiling
- Two Cylinder—Double Acting
- Brass Lined Cylinders
- Uses Hot or Cold Water
- Designed for Accessibility
- Precision-Built by the Pioneer Car Washer Manufacturer

96 Years of "KNOW-HOW"

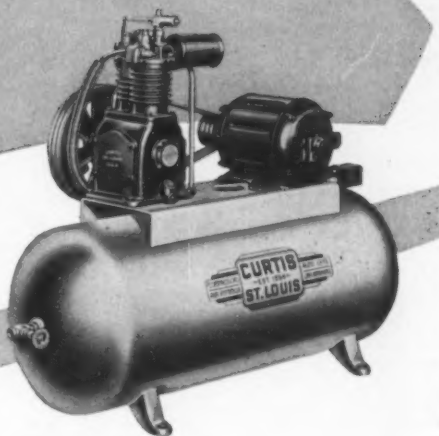
CURTIS

PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company

1938 Kienlen Avenue, St. Louis 20, Mo.

**Gives You
Rugged Dependability—
Maximum Efficiency
Long Life**



AIR COMPRESSORS

(Electric or Gasoline Motor-Driven
Vertical or Horizontal Tank Mounted)

These features have made Curtis Compressors the Industry's Favorite:

- Timken-Bearing Equipped
- Self-Lubricating
- Fully Enclosed Crankcase—Dust-proof and Dirtproof
- High and Low-Level Oil Gauge
- Balanced Fan Flywheel
- Positive Centrifugal Unloaded Starting—No Bleeder
- Finned Copper Intercooler
- A.S.M.E. Tank with A.S.M.E. Pop-Safety Valve
- Nationally Known Motor
- Precision Built

CURTIS PNEUMATIC MACHINERY DIVISION
of Curtis Manufacturing Company
1938 Kienlen Avenue, St. Louis 20, Missouri

A50-2

I am interested in items checked below:

- ☐ Air Compressors
- ☐ Auto Lifts
- ☐ Power Car Washers

Name.....
Firm.....
Street.....
City.....Zone.....State.....

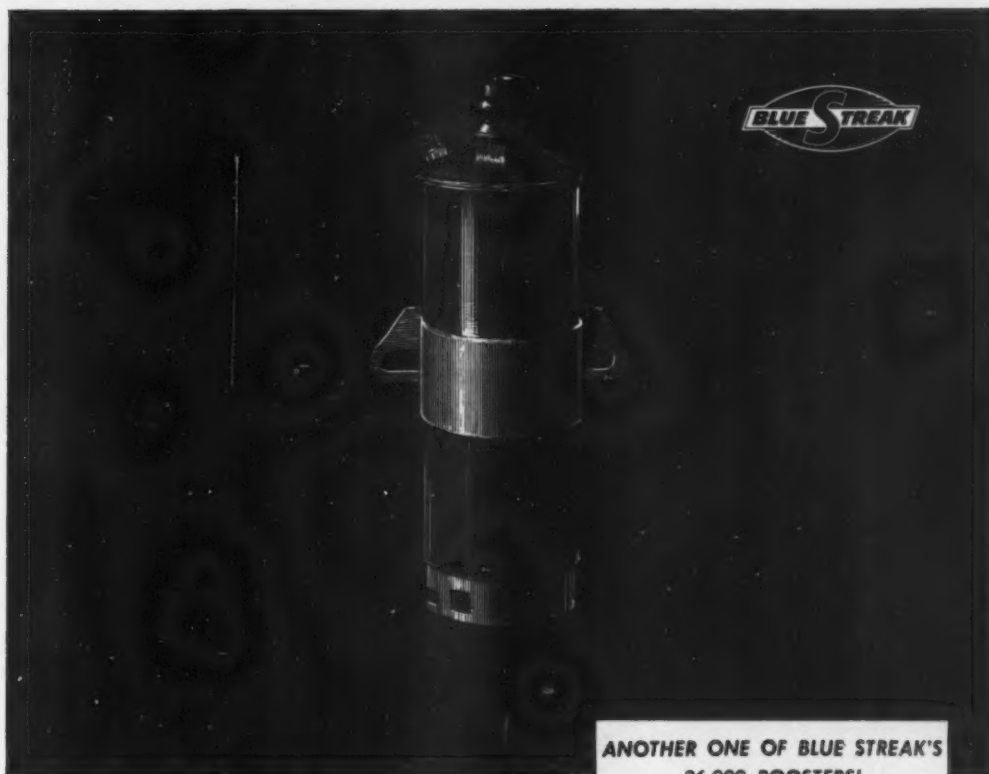
CURRENT PASSENGER-CAR SPECIFICATIONS

Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery	Clutch Facings				Brakes		
	Breaker Gap (.0)	Spark Plug Gap (.0)	Tappet Clear- ance Intake (.0)	Tappet Clear- ance Exhaust (.0)	Intake Valve Opens before TDC	Cam Angle (degrees)	Breaker Point Arm Tension (ozs.)	Cyl. Head Bolt Tension (ft. lbs.)	Cap. and Ter. Gd.	Cool. System (Qts.) No heater	Make	Thickness	Outside Di- ameter	Inside Diameter	Type	Parking Brake
BUICK 40 Sp. & 44 Cust. Sp...	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13.5	L Bb	.125	10	6	H	RW
BUICK 50 Super	15	25	d	d	13°b	X	19-23	65-70W	100N	13.5	L Bb	.125	10	6	H	RW
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-23	65-70W	120N	18	None	used			H	RW
CADILLAC 60, 61 & 62	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L ³	.137	10½	7	H	RW
CADILLAC 75	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L ³	.137	11	7	H	RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	35	06h	13h	1°a	34	17-21	70-80W	100N	15	O	.135	9½	6½	H	RW
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	35	d	d	16°b	34	17-21	70-80W	100N	15	None	used			H	RW
CHRYSLER Wind. & DeLuxe	20	35	08h	10h	12°b	34½-38	17-20	EW	120P	15	Bb	.125	9¼	6½	H	Ps
CHRYSLER N. Y. & Imperial	18	35	06h	10h	15°b	21½-30½	17-20	EW	135P	25	Bb	.125	9¼	6	H	Ps
CHRYSLER Crown Imperial	18	35	08h	10h	15°b	21½-30½	17-20	EW	135P	25	Bb	.125	10¼	6½	H	Ps
CROSLEY Model CD	20	25	06	09	5°b	46	17-20	No	90P	4	O	.125	6½	4½	H	RW
DeSOTO S-15 DeLx. & Custom	20	35	08h	10h	12°b	34½-38	17-20	EW	120P	15	Bb	.125	9¼	6½	H	Ps
DODGE Cor., Mead. & Way...	20	35	08h	10h	8°b	34½-38	17-20	EW	105P	14	Bb	.125	9¼	6	H	Ps
FORD & Custom 8 Cyl.	14-16	29-32	13-15	17-19	5°b	26-28½	17-20	65-70	90P	22	L	.125	9¼	6	S	RW
FORD & Custom 6 Cyl.	24-26	29-32	13-15	17-19	11°b	35-38	17-20	65-70	100P	17.3	L	.125	9½	6	S	RW
FRAZER Std. & Man.	20	32	14	14	10°b	38	17-20	30-35c	100P	13	T	.125	9¼	6	H	RW
HUDSON Pacemaker	20	32	08	10	7½°b	38	17-20	70-75W	100P	18½	O	.203	9¼	6½	D	RW
HUDSON Super 6 & Hornet	20	32	08	10	7½°b	38	17-20	70-75W	100P	18½	O	.203	9¼	6½	D	RW
HUDSON Super 8	17	32	08	10	10¼°b	27	17-20	45-50W	120P	18½	O	.203	9¼	6½	D	RW
KAISER Spec. & DeLuxe	20	32	14	14	10°b	31-37	17-20	30-35c	100P	13½	Bb	.125	9¼	6	H	RW
HENRY J.	20	30	16	16	9°b	41±1	17-20	60-65	100P	10.8	Bb	.138	8½	5½	H	RW
HENRY J. DeLuxe	20	30	16	16	5°b	38±1	17-20	60-65	100P	9	Bb	.138	8½	5½	H	RW
LINCOLN Cosmopolitan	14-16	29-32	O	O	5°b	26-28½	17-20	65-70	120P	34½	L	.125	10½	7	S	RW
LINCOLN	14-16	29-32	O	O	5°b	26-28½	17-20	65-70	120P	34½	L	.125	10½	7	S	RW
MERCURY	14-16	29-32	13-15	17-19	5°b	26-28½	17-20	65-70	100P	22¼	Bb	.125	10	6½	S	RW
NASH Statesman	18-24	30	15	15	6°b	35	17-21	60W	90P	14	Bb	.125	8	5½	H	RW
NASH Ambassador	18-24	30	15	18	8½°b	35	17-21	70W	105P	17	Bb	.125	10	7	S	RW
NASH Rambler	18-24	30	15h 16c	15h 18c	6°b	35	17-21	60-65W	90P	11	Bb	.125	8	5½	H	RW
OLDSMOBILE 88 & 98	16	30			13½°b	26-33	19-23	60-70W	115N	21½	L	.136	10.5	7	H	RW
PACKARD "300"	12½	26-30	07	10	15°b	Z	U	60-62	100P	19.9	L	.125	10	6½	H	RW
PACKARD "300"	17½	26-30	au	au	15°b	Z	U	60-62	100P	19.9	L	.125	10½	7	H	RW
PACKARD "400"	17½	26-30	au	au	15°b	Z	U	60-62	120P	19.9	au	au	au	au	H	RW
PLYMOUTH P-23 Concord, Suburban and Savoy	20	35	10h	10h	12°b	34½-38	17-20	EW	100P	13	Bb	.125	9¼	6½	H	Ps
PLYMOUTH P-23 Cambridge and Cranbrook	20	35	10h	10h	12°b	34½-38	17-20	EW	100P	13	T	.125	9¼	6	H	Ps
PONTIAC 6 Model 35	22	23-28	12h	12h	5°b	31-37	17-21	60W	100N	18½	Im	.125	9½	6	H	RW
PONTIAC 8 Model 37	16	23-28	12h	12h	5°b	21-30	19-23	60W	100N	19½	Im	.125	10	6½	H	RW
STUDEBAKER Champ. 10G	20	22-27	16c	16c	15°b	38	17-20	46-50W	100P	10	Bb	.125	8	5½	H*	RW
STUDEBAKER Comdr. H.	13-15	33-37	14-16	14-16	11°b	22-29	17-20	46-50W	100P	17¼	Bb	.125	9¼	6	H*	RW
STUDEBAKER Land C. H.	13-18	33-37	14-16	14-16	11°b	22-29	17-20	46-50W	100P	17¼	Bb	.125	9¼	6	H*	RW
WILLYS Jeepster & Sta. Wag.	20	30	18	16	9°b	51	17-21	60-65	100N	11	Bb	.135	8½	5½	H	RW
WILLYS Jeepster & Sta. Wag.	20	30	14	14	5°b	38½	17-21	60-65	100N	9	Bb	.135	8½	5½	H	RW

ABBREVIATIONS

- 1-10° on DeLx. or Windsor with std. 3-speed transmission.
 2-7° on DeLx. or Windsor with std. 3-speed transmission.
 3-Hydra-Matic Trans. Std. on 62-60 Series.
 4-Each point. Total effective dwell 34° to 36°.
- *-Self-adjusting, self-centering
 a-After
 au-Automatic
 b-Before
 Bb-Borg & Beck
 c-Cold
 d-Hydraulic valve lifters
 D-Duo Automatic
- E-Nuts E2 to E7, cap screws 65 to 75
 f-without heater. With heater add 1 qt.
 H-Hydraulic
 h-Hot
 Im-Inland Mfg.
 L-Lone Mfg.
 N-Negative
 O-Own
- P-Positive
 Pa-Propeller shaft, rear transmission.
 RW-Rear service brake
 S-Duo Servo
 T-Borg & Beck, and Auburn
 U-Auto-Lite 19-23, Delco 17-21
- W-Warm
 X-Do not recommend using dwell meter for setting breaker point gap
 y-Tolerance of one degree, plus or minus, allowed in adjusting
 Z-Auto-Lite 27, Delco 31



**ANOTHER ONE OF BLUE STREAK'S
36,000 BOOSTERS!**

When your customer presses the starter button and his battery is weak, that's when he'll really be grateful to you for having installed a Blue Streak coil.

This world-famous coil starts like a streak of lightning on as little as 2 volts. At high speeds, it can deliver sparks faster than the most powerful car on the road requires, even at 100 m.p.h. The triple-protection top (another Blue Streak "first") makes this coil waterproof, and protects it against high-tension flashover.

For all this extra duty, you pay only a little more. Ask for Blue Streak the next time you order coils—as well as points, voltage regulators, dimmer switches, relays, distributor heads, condensers, battery and ignition cables. *Standard Motor Products, Inc., Long Island City 1, New York.*

***Better your Business...
Buy Blue Streak***



"We've been using Blue Streak ignition parts for 20 years and rate them 'tops.' I know our customers are satisfied because we get a very high percentage of repeat business," writes *Peter Legendre, general manager of Jansen's, one of New Orleans' best known service stations.*



COILS • POINTS • CONDENSERS • VOLTAGE REGULATORS • HEADLIGHT RELAYS • DISTRIBUTOR HEADS & ROTORS • DIMMER SWITCHES • WIRE & CABLE

SOUTHERN AUTOMOTIVE JOURNAL for APRIL, 1951

Readers are invited to contribute to—

SHOP TALK—

WHAT'S THE BEST AD?

It's frequently difficult to figure out what's the best medium for a continuing ad program in a local area.

Satisfactory results were reported last month, however, by Karl Wiselogel, manager, W & W Motors, Inc., Panama City, Fla.,

from a radio series.

Definite results in the form of Dodge and Plymouth sales and service volume have come from a 15-minute program that runs Mondays through Fridays, he said. It's a bunny-rabbit sort of program for the kids.

Once the announcer included a request that the listeners quick-

A column of informal comments about the automotive trade and its problems.

ly call their parents to the radio before he proceeded with an important announcement (commercial). The kids evidently thought it was something mighty important, because, said Wiselogel, "we got a lot of kicks by phone and in person from angry parents who were called away from what they were doing by their children to listen to the radio. We haven't tried that type of message since!"

HE'D LIKE TO POST 'EM

Logan, W. Va.

Gentlemen:

From time to time in your publication I see charts and diagrams of cause, results and remedies which fully explain failures of different parts. The charts which we have in mind are the causes of generator, regulator, starter, gears and axle-shaft failures.

Please advise if these charts are obtainable in large copies for bulletin boards.

CLARENCE S. PERRY,
Logan Truck Sales & Service,
Inc.

Wish we could help you but we don't publish these charts in the large size you need.

IT'S ALMOST "JUDGE" LEE

Ed Lee, the Studebaker dealer at Pensacola, Fla., probably would have bowed and gone right ahead if you had addressed him as "judge" last month.

He was serving his third week as foreman of the grand jury and, according to one employee, "he gets in here some times for a few minutes before we close and some days we hardly see him because he's been tied up so much at the courthouse."

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

WHEEL WEIGHTS of DISTINCTION



PREFERRED BY WHEEL BALANCING SPECIALISTS
THROUGHOUT THE WORLD



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WRITE FOR CATALOG

TURNER Manufacturing Co.
KOKOMO, INDIANA, U.S.A.

Dealers
Everywhere
are
Cheering...



the new Master Method

Combination tune-up*

And why shouldn't they? Because it's one of the nicest little money-making ideas that has hit the trade in years. You can now offer your customers a Sensationally Fast and Inexpensive motor tune-up that will insure

- More Miles Per Gallon
- More Power from Their Engines
- More Years of Service from Their Cars

*** 1 CAN CARB MASTER
+ 1 CAN SIX MASTER
= PEAK PERFORMANCE**

HERE'S ALL YOU HAVE TO DO:

- ★ Pour a can of Six Master into the crankcase. Six Master dissolves all motor varnish, gum and carbon sludge; frees all valve mechanisms; removes all sticky substances from rings and ring grooves, thus improving compression. Six Master also adds to the oil the 5% high detergent so important in late model cars.
- ★ Give the carburetor a Carb Master cleaning *without dismantling*. (The only mechanical work required is the disconnection of the air cleaner for access to the Venturi tube, and the disconnection of the fuel intake line for access to the float chamber.) Carb Master completely dissolves all gums and sludge in the carburetor — leaves it new-metal clean. After a Carb Master treatment, any car is certain to give more miles.

Put your own price on this service. Car owners are ready for it, because the Master Method really gives peak performance. See your jobber at once about our powerful newspaper mats and mailing pieces.



**NO FUSS
NO MUSS
JUST POUR
NO MORE**



PRODUCTS WORK WHILE YOU RIDE
Chemical Company
Mfg. Chemists

56 CRIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY



Dear Bill,

Just got back from a zone service meeting. The Old Man had the 'flu, so he had me make the trip for him and bring back the information for the next service meeting.

Along with the product-service information I got an eyep opener on the matter of mechanic training that has had me puzzled for a long time. When we hired new mechanics from time to time, at first we were always pleased if we could get one with previous



STOPS CLICKING NOISE

FOR CHEVROLET,
BUICK MOTORS

*Practical -
Inexpensive
to Install!*

VAL-VIN-HED Silencer

Here's the answer to a mechanic's dream—a new and practical method of silencing clicking noise in a motor with overhead valves and rocker arms . . . *without danger of getting the valve clearance adjustment too close.* Val-Vin-Hed Silencer solves this problem by forming a flexible cushion which stops valve clicking noise, provides constant overhead lubrication and gives protection against moisture condensation. Val-Vin-Hed Silencers are easy to install, profitable to handle. List: Chevrolet \$2.95; Buick, G.M.C. \$3.50—40% discount in cartons of 12. Order them by the dozen from your jobber or write factory today.

JOE L. ESTES COMPANY, Winder, Ga.

EASY TO SELL . . . PROFITABLE TO HANDLE

experience in a dealership like ours, thinking he would have the necessary training and be ready to fit right in on the line. All too often we found the new men didn't follow the methods prescribed by the factory, and we finally made it a rule to follow these men up with a little indoctrination course of our own, regardless of their past experience.

After hearing some of the boys sound off at the service meeting, I began to get an idea why so many of the mechanics didn't know the score. Boy! In many cases they don't have a chance. The blame is often divided between the dealership management and the shop management, the weaknesses or attitudes at the upper levels reflecting in the poor training and supervision of the mechanics, and finally in the questionable quality of their output—and unquestionably in the driving public's opinion of these dealerships.

The apparent general weaknesses "upstairs" were reflected in the remarks I heard the boys making about certain tools, machines and service methods. When the instructor suggested that the men make a special close check on certain special hand tools or machines in view of the fact that shortages might put the equipment out of production or that new parts might get in short supply soon, you'd hear some of the guys whisper among themselves, "We have a couple of those back in a corner. Never used them since we got them." Or, "That's the first time I knew what that thing was for. No one in the shop ever uses it or knows where it is supposed to be used." And, "That's easy for him to say, but our dealer or manager won't put out any money for equipment, even if they do claim to see the time approaching when they will

They fit right...work right

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PARTS

MOPAR
PARTS



You can get MoPar parts and accessories from Plymouth, Dodge, De Soto and Chrysler dealers and from general service and repair shops everywhere.

To help you do a better job . . . these genuine Chrysler Corporation parts and accessories are factory-engineered and factory-inspected. They are made especially for Plymouth, Dodge, De Soto and Chrysler cars . . . and for Dodge "Job-Rated" trucks.

CHRYSLER MOTORS PARTS CORPORATION, DETROIT, MICHIGAN

have to depend on the shop for a larger percentage of their income."

Apparently there is considerable turn-over in the shop management department in some operations, the men with the know-how moving on to be replaced with untrained management, so of course they can pass down no helpful information to the actual firing line. And some dealers and garage owners have the notion a mechanic can do the same job with pliers and hammer as his

brother in the shop down the street can do with the best tools and equipment available, and that he can keep abreast of the modern procedures without even the slightest exposure to training and instruction when the new models are introduced.

It seems funny that after all the experience we've built up in the maintenance industry that there would be so many men in the top spots convinced that you can whip up something out of nothing, but apparently that is the case.

It's fortunate for us that we've got an enlightened management in our set-up. They know we've got to have the tools and instruction to stay on top the heap, and if we can't get the job done after that is given us, it's nobody's fault but our own. With this backing we are able to give the customer an honest job at a profit to the shop and ourselves, even though parts shortages and other troubles arise from time to time.

Yrs.
Ed.

Tips on Tire Wear

(Continued from page 83)

single spot or a series of cupping around the tire circumference, may be noted on some tires. Such wear may be due to out-of-balance wheels and tires, excess toe-in or toe-out with under-inflation, uneven camber, bent suspension, wobbly wheels, out-of-round brake drums and grabbing brakes.

From the above it can be seen that setting front-end alignment only will not correct all types of tire wear.

In checking for the cause of excessive tire wear we should look for worn or broken parts, such as front-end suspension bolts, bushings and shafts, kingpin bolts and bearings, tie-rod ends, worn steering-gear parts, weak springs, shackles, loose U bolts, broken rear spring center bolts, frame alignment for tracking.

When all mechanical items are in good condition, advise the driver of his responsibility. A careful driver will get many more miles from his tires than a careless driver.

Not many drivers realize actually how much fast driving, quick starting and quick stopping reduce tire mileage. Fast driving increases tire temperature and the higher the temperature the greater the reduction in tread mileage.

It is predicted that 25,000,000 tires will need recapping in 1951, many of them the result of abnormal wear due to lack of proper attention. Let's do our part to help conserve our supply of rubber.

Approximately one passenger car in every eight produced in the United States is equipped with Hydra-Matic Drive, built by Detroit Transmission Division of General Motors Corporation.

OUR DYNAMOMETER TEST GUARANTEES PERFORMANCE OF

HOLLINGSHEAD HYDRA-MATIC EXCHANGE TRANSMISSIONS

HYDRA-MATIC
DRIVE

*Same day
Shipment*

All Makes - All Models

**OLDSMOBILE
PONTIAC
CADILLAC**

LINCOLN NASH
HUDSON KAISER

FRAZER

FOR EXTRA RUSH JOBS

A Hollingshead Guaranteed Hydra-Matic Exchange Transmission will be shipped before receipt of your old one. Get full information now on this important, money-saving, time-saving exchange service.

Throughout the country, new and used car dealers, repair shops, service garages, are now sending Hydra-Matic Transmissions to Hollingshead for exchange. They are saving time, money — and giving their customers faster service.

For Hollingshead Hydra-Matic Transmissions are completely rebuilt, Dynamometer-tested, guaranteed for performance and shipped the same day.

COMPLETELY OVERHAULED

Transmissions are taken down and rebuilt by experienced Hydra-Matic mechanics — in a factory-engineered production shop. Every worn or damaged part is replaced with a new factory part.

DYNAMOMETER-TESTED

Hollingshead Hydra-Matic exchange units are run-in, and Dynamometer-tested (equivalent to road conditions) on specially-designed, factory-approved equipment.

PERFORMANCE GUARANTEED

Every exchange transmission is guaranteed the same as a new one—for 90 days or 4000 miles.

Get details at once

Be prepared in advance for that next Hydra-Matic repair job. Complete information, including directions for removal will be furnished without obligation. Write, wire or phone Dept. J-451.

HOLLINGSHEAD MOTORS CO.

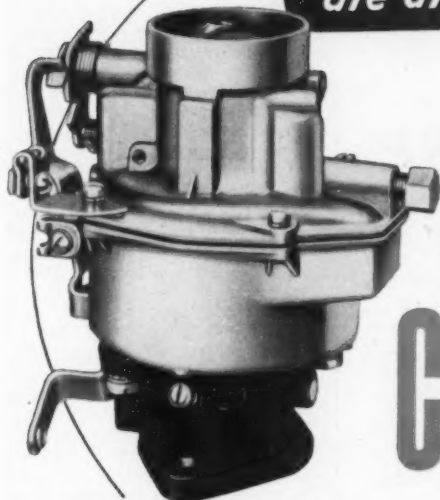
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THESE GREAT CARS**

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Get Your Rochester Carburetor Display Now
Just order a small assortment of Rochester Carburetors now and you'll also receive an attractive display and window streamer to sell Rochester Carburetors for you. Call your distributor, or write us, today.

**And you can serve this tremendous market by stocking
just two models of the great Rochester Carburetor!**

Why fight for your share of new carburetor sales when it's so easy to sell the famous Rochester Carburetor? The 9,000,000 owners of Chevrolets built between 1932 and 1949 can now have the Rochester Carburetor installed. It's the same carburetor—providing the same performance—that is part and parcel of the 1951 Chevrolet! And, naturally, owners of older Chevrolets want 1951 performance when they have a new carburetor installed. Thus, to sell Rochester Carburetors, just display them . . . tell your customers about them . . . and the sales are yours!

Look at the Advantages Rochester Carburetors Offer

- No fuel loss on any incline.
- Smooth acceleration on turns—at any speed.
- Easier starting in hot weather.
- Continuous fuel flow.
- Power mixture readily available.
- Acceleration—hot or cold.
- No metering adjustments.
- All metering parts in cover.
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ROCHESTER CARBURETORS—A UNITED MOTORS LINE
Available everywhere through
UNITED MOTORS DISTRIBUTORS



ROCHESTER PRODUCTS

DIVISION OF GENERAL MOTORS CORPORATION, ROCHESTER, NEW YORK

Overhauling Generators

(Continued from page 87)

when hot, a higher speed must be allowed to obtain maximum output of shunt-type, and third-brush generators must have peak output set three or four amperes lower than specified.

Disassembly

"Since all of you overhauled many generators, we'll only mention a few cautions that have caused us trouble in the past.

Some generators have a shaft screw in the commutator end to hold the commutator end ball bearing in place. On this type it is necessary to remove the end cover and the screw is taken out before the heads can be removed.

"Use an arbor press in order to force the shaft out of the bearing, since pounding on the end of the shaft damages and expands the threads and may ruin it. Use a puller to remove pulley or gear. Be sure to remove woodruff key before pressing shaft out of drive

end head.

Armature Inspection

"Visual inspection of mechanical defects should be followed by any necessary staking and soldering of windings in commutator. Then test armature for grounds by touching the shaft with one probe and each commutator bar with the other probe. Discard the armature if it is grounded as indicated by the lamp lighting.

"If commutator is rough, burned, out of round, or if mica extends above surface of copper, it should be turned on lathe. Mount armature by its bearing seats and take light cuts until commutator is completely cleaned up. Remove burrs with 00 or 000 sandpaper.

"Mount armature in 'V' blocks by its bearing seats and place a dial indicator against the commutator. Rotate armature and read total indicator movement. Turn on lathe if it is more than .0005" out of round.

"Undercut mica segments to a depth of 1/32" to 3/64", taking care to remove all the mica without making slot excessively wide, and remove burrs with sandpaper.

"Most Auto-Lite armatures can be checked for shorts by the usual growler test, a short indicated by the steel strip becoming magnetized and vibrating as the armature is slowly rotated. But a few of the high-output generators have a special internal hook-up which causes them to test shorted by the above method, even though they are in good condition.

"To test these armatures an AC voltmeter with a full scale reading of two to three volts is required in addition to the growler. Connect the voltmeter leads to test probes. Place the armature in the growler and turn the switch to low position. Adjust the voltmeter test points so they will touch adjacent bars and touch each pair of segments until the highest reading is obtained.

"While making this test do not move armature in growler. When the highest reading is obtained, note the position of the test probes in relation to the growler. Hold the probes in this position and turn the armature in the growler. Read the meter for each pair of segments. Be sure to hold the probes in the same position while the armature is rotated.

"The meter reading should be

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TOBIN-ARP Step Ahead Engineering
has achieved
new heights
in . . .



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LOW COST
MAINTENANCE
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TOBIN-ARP Pneumatic Hydraulic
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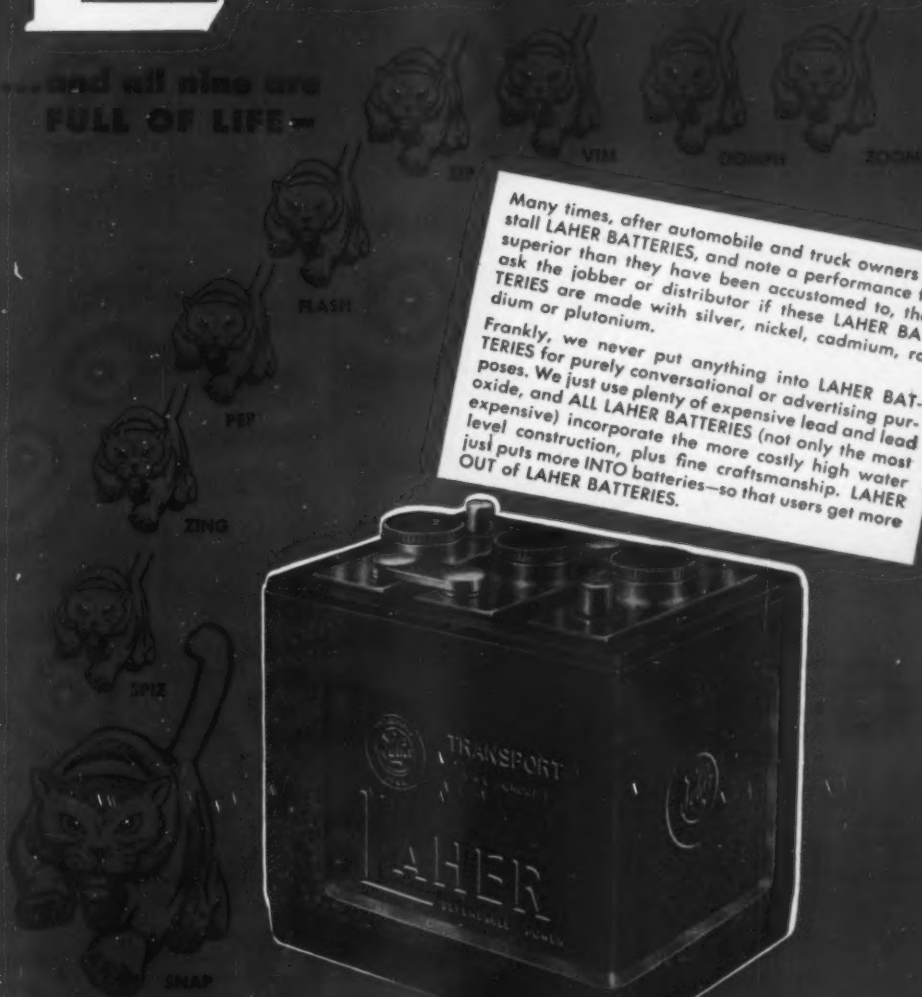
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LAHER "THE BATTERY WITH 9 LIVES"

...and all nine are
FULL OF LIFE—



Many times, after automobile and truck owners install LAHER BATTERIES, and note a performance far superior than they have been accustomed to, they ask the jobber or distributor if these LAHER BATTERIES are made with silver, nickel, cadmium, radium or plutonium.

Frankly, we never put anything into LAHER BATTERIES for purely conversational or advertising purposes. We just use plenty of expensive lead and lead oxide, and ALL LAHER BATTERIES (not only the most expensive) incorporate the more costly high water level construction, plus fine craftsmanship. LAHER just puts more INTO batteries—so that users get more OUT of LAHER BATTERIES.



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EASTERN HEADQUARTERS • 5101 AVENUE 100 • ST. LOUIS, MISSOURI
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KANSAS CITY, 1450 MAJOR ST. • FORT WORTH, 1815 MONROE ST. • ATLANTA, 616 SPRING ST.
San Francisco • Los Angeles • Oakland • Sacramento • Seattle • Portland • Spokane • Salt Lake City

nearly uniform for each pair of segments. If a short is present in the armature, the meter will be extremely high when testing the coil in which the open is located.

"If the armature has been treated for resistance to corrosion it should be given additional protection by painting the core and windings and the front face of the commutator with red glyptol. Clean all glyptol from the commutator, bearing seats and shaft threads and allow to dry thoroughly. After drying, clean the

commutator brush surface with 00 and 000 sandpaper.

Frame and Field Inspection

"Clean the frame and field with a cloth dampened in cleaning solvent, but do not soak field coils and insulation. Inspect for faulty insulation and stripped threads. Check for grounds in the field coils, leads or terminals by touching each terminal and ground with the test probes. Be sure the leads and their terminals are not touching the frame, and remove

the field ground screw or fuse if there is a field ground connection.

"Connect an ammeter and variable resistance in series between a battery and the two leads of the complete set of field coils and connect a voltmeter to the coil leads. Adjust the voltage to the specified value and read the ammeter. If the current is not within specifications it indicates faulty coils which should be replaced.

"If a ground is present or if the field coil draw is incorrect, remove the terminal stud nuts and press the studs out of the frame. If leads are used, remove the insulating bushing and take the leads out of the hole in the frame. Inspect the insulating bushing and washers and recheck the field coils for grounds. If the coils are grounded, take out the pole shoe screws and slide the coils out of the frame. Replace any faulty parts, making sure all connections are properly soldered to make a strong, low-resistance connection.

"When installing the coils and pole shoes, dip the pole shoe screws in boiled linseed oil before assembly. As the screws are tightened strike the frame one or two sharp blows with a rubber hammer to settle and align the pole shoes.

"On corrosion-resistant generators and also on some of the heavy-duty units, the field coils and inside of the frame should be brushed with air drying varnish. Allow as much varnish to soak into the field coils as possible, but do not soak the brush-holder leads or the cutout relay and regulator leads, which must be flexible after the varnish dries. Clean all varnish from the threads and head seats, then allow varnish to dry. This drying can be hastened by baking the frame and field assembly in an oven at 200° F.

Commutator End Head Inspection

"Here again, you simply use your mechanical judgment as to condition of parts. You don't like comebacks well enough to put a job out with questionable bearings or recesses that will result in drag or misalignment, and here again you simply wipe up the parts like brushes and felts and clean the head and holders with solvent. With the armature in the padded vise, install the end head and bearing and feel for side play, making necessary replacements if it is found.

NEW

OIL FILTER LINE MERCHANDISER

PROVIDES
Broad Coverage with Low Cost Stock

16" high x 17" wide x 6 1/2" deep

- It's a Complete Oil Filter Line Department in 17" of Selling Space
- Boosts Filter Line Sales
- Lines are Individually Boxed to Keep Fresh and Clean

Enables you to handle practically any oil filter line job—including AC, Fram, Purolator, Walker, Briggs and Wix. A real time and money saver.

3-Color metal merchandiser can be hung on wall or placed on the counter. Furnished complete with 11 broad cov-

erage lines (ranging in length from 10" to 28") and 6 adapter fittings.

Fully labeled to identify lines and adapters, to indicate where used and to show retail price of each item.

No. U-100-FT Imperial Oil Filter Line Merchandiser. Dealer's Cost.....\$14.30

INCLUDES ADAPTERS WHICH GREATLY EXTEND COVERAGE



No. 1-FF



No. 2-FF



No. 6-FF

While lines without adapters fit a large proportion of applications, the adapters furnished enable every line in this stock to do 4-way duty in providing coverage for practically any job.

Ask for Bulletin No. 396.

THE IMPERIAL BRASS MFG. CO., 1227 W. Harrison St., Chicago 7, Ill.
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Brass Fittings • Flexible Fuel Lines
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FRAM'S 1st in filtration and sales!

YOU HAVE TO BE BEST TO BE FIRST... and today, Fram is first in filtration and first in sales... the world's largest manufacturer of oil, air, fuel and water filters.

TIE IN WITH THE LEADER of the filtration industry. Sell nationally advertised... nationally accepted Fram Filters and Cartridges. Cash in on the outstanding Fram "Firsts" that have made automotive history.

NOW FRAM IS FIRST AGAIN with Complete Engine Protection... filters that seal out the deadly abrasives that rob miles from engine life, remove the harmful corrosives formed internally, seal in engine power, performance and life. And, Fram tests these filters for positive proof in the world's first giant Dust Tunnel.

BE FIRST IN SALES with the best in filtration. Cash in with Fram. See your Fram Distributor. And remember to ask every customer, "How's your Oil Filter?" It's the time-proven question that gets you under the hood and in the profit zone.

FRAM CORPORATION, Providence 16, R. I.
In Canada: J. C. Adams Co., Ltd., Toronto, Ont.



"Install brushes and make certain they are in line with the commutator segments and that brush is free in its holder. Take tension reading of brush springs and correct as necessary. Sand new brushes to fit commutator.

Drive End Head Inspection

"Use solvent to clean disassembled head except sealed ball bearings and felts, which should be wiped with dry cloth. Make usual inspections for cracks, distortion, etc., and see that bearing recess

is not worn. If open-type ball bearing is used, pack one-half full with high-temp non-fiber grease. Soak bronze bearing and felts in medium engine oil and drain off excess. Squeeze felt washer to remove excess oil before assembly.

Assembly Cautions

"Make sure snap ring or shoulder of armature is pressed firmly against inner race of drive end bearing. If felt washer is used, install it on shaft over the snap ring before pressing shaft into

bearing. Felt wicks can be protected by removing them and re-installing after the commutator head is installed over shaft. Measure end play with dial indicator. Correct end play if not within the .003" to .010" limits. Oil with medium engine oil after assembly.

Generator Tests

"According to type of generator, make the field coil draw, motoring draw and output tests.

"I'm certain that none of you found a single operation we've covered at all tricky. The fact that some of you have had comebacks can be blamed for your soft-pedaling your sales efforts on this very profitable service. But your comebacks were caused by slighting one of our simple tests or inspections. If we give each test and operation the proper handling, there will be no comebacks and, being sure of this, you will surely go after this work in the future. We can't let our customers spread the news that we can take care of all other work but generator service satisfactorily for them."

Don't Repeat Mistakes

(Continued from page 66)

with me about ten years and the other about 14 years.

During the last war one of them was on "leave of absence" to do defense work in a local plant. He had a key to the shop all during those years and used to come in and help us out on weekends and on his off hours. That arrangement may seem unusual. But it gave us excellent part-time help during the war and returned a capable mechanic to us when the plant closed.

Whatever happens, one thing I will insist on is careful work by capable men. That has been my policy all through the years, in good and bad times. I would rather turn down a job than not do it properly. That is one advantage of a small operation—I can supervise each job myself and keep the confidence of our customers. And I know each one of our customers and his car.

We have more equipment than we did ten years ago and that's a big difference in our favor.

Since I went into the automotive repair business in 1933, there have been a lot of changes, a lot of ups and downs. There will be new problems in the days ahead.



RE-NU
Accurate
CLUTCH SETS
ARE
BALANCED

- balanced
- matched
- mated
- tested
- sealed
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ALL AT NO EXTRA COST!

Do a *better* clutch job in *less* time and make *more* money, too! Install the clutch set that delivers *more* miles of good clutch service. Insures satisfied customers because every set is tested for *full release* and *smooth engagement*—at the factory!

Extra Values! Your customers get a balanced Re-Nu assembly, matched and mated with a new Accurate Powerflex plate, tested *together* for release, sealed and packaged. Costs you only the *regular* price of the component parts.

WRITE FOR DETAILS

**EXCHANGED OR SOLD OUTRIGHT!
FOR ALL POPULAR CARS AND TRUCKS**



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MANUFACTURERS OF THE POWERFLEX CLUTCH PLATE

REPLACEMENT UNIT CO. 1505 Rockwell Ave.
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REBUILDERS OF GUARANTEED CLUTCH ASSEMBLIES

"Knock-Out"

WET VALVE REFACER

Model
K403

Now, a complete refacer
in the low-price field...
and with features not
offered on many higher-
priced machines!



FEATURES

- Grinds wet or dry
- Five-inch grinding wheel
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- Concealed coolant system
- Precision-built for accuracy!

See your
K. O. LEE JOBBER
or attach ad to
business form.



K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA

WET VALVE REFACERS • VALVE SEAT GRINDER SETS • VALVE SEAT INSERTS
RESEATER SETS • ROD ALIGNERS • STUD WRENCHES • DRILLS • SANDERS
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PROFIT

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Everything you need from one jobber—means economical one-stop service. See your KING jobber for precision parts that are priced right for profit.

PISTONS • PINS • VALVES • BEARINGS • WATER PUMP PARTS • BOLTS
BUSHINGS • SILENT-U SHACKLES • SLEEVES • WHEEL SUSPENSION PARTS

"Building for the future on a 31-year record"

KING QUALITY

SAINT LOUIS 10, MISSOURI



We Aren't Worried

(Continued from page 69)

3.—Considerate treatment.

If a man isn't making a good wage, he'll start looking for another job, regardless of other factors that make his job pleasant. Because of the wage freeze, it isn't so easy to adjust compensation as formerly. Our shop is fortunate in that mechanics are paid a percentage of labor sales, which makes it possible for them to increase their earnings.

We have an established bonus plan whereby all employees who have been with us a year or more share equally with others in their classification a percentage of the year's profits.

We have a trust-pension fund toward which employees pay nothing. They become participants after they have been with us a year. If they leave the company before participating ten years, they receive only a part of what has been set aside for them. Since the amount set aside is proportionate to their earnings, it's enough to make our more productive mechanics think twice before leaving us.

Investigate Anyway

Many shops have similar incentive, bonus and trust plans. Those that don't might well investigate such plans, even if they can't be put into effect right away.

As to physical facilities, most shops have improved their buildings and equipment in the last few years. Equipment is a double-barrelled help in holding employees. It makes work easier. It makes earning power greater under the percentage-of-labor system because a man can turn out more jobs. Lifts and other major items should be considered, as well as less-expensive pieces.

During the ice storm and extreme cold that hit the Southeast early in February, not a single one of our mechanics was off the job. And if they had faced the prospect of rolling around a drafty floor on creepers, I don't believe all of them would have been on the job!

When we moved into our new building about three years ago, we set up a lunch room where employees could get a cup of coffee, a piece of pie and a sandwich. It gives the force a chance for some fellowship without too great a loss of working time. The lunch room

has developed into a regular little restaurant that's used by our personnel and customers too, though we didn't foresee that.

We have a complete inspection of the building and equipment every two weeks. Different department heads take turns making the checks on cleanliness and safety. We're proud that by all working together we have maintained one of the best safety records in the state.

In addition to making every effort to have pleasant day-to-day

contacts among all our employees, we give paid vacations, paid holidays and sick leave. In both tangible and intangible ways we try to give all personnel considerate treatment.

There's no quick and simple answer to the labor-turnover problem. It's a long-time proposition to build and maintain the kind of shop force you want. But then our shops are long-time propositions too. We should be planning for the years ahead—not just the next few weeks or months.



**53% Extra
Capacity**
—at no extra cost!

BRIGGS
SHOCK ABSORBERS

Winter-ruined roads and streets mean more shock absorber sales—everywhere. And the shock to sell is Briggs. Briggs Shocks are built with 53% extra recoil capacity. They soak up road shock like an overstuffed cushion; they last longer, with less danger of blowouts and leaking. Ask your NAPA Jobber for the full facts on Briggs Shock Absorbers—53% oversize, with exclusive O-Ring Seal for uniform performance on any road, in any weather.

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AUTO-LITE *is a*

*Auto-Lite wire and cable is
beautifully packaged...
sells on sight...meets every
car need. It's original
equipment, too.*



BACKED BY THE BEST ADVERTISED NAME

complete wire *and* cable line

PLUS

AUTO-LITE

"Steelductor"

SPARK PLUG WIRE

The revolutionary new Auto-Lite Steelductor spark plug wire employs a seven-strand conductor of stainless steel instead of the conventional nineteen strands of copper wire. Gives remarkable improvements in performance.



PLUS

AUTO-LITE

"Flexstrand"

PRIMARY WIRE

Highly resistant to shocks at heat and oil, Auto-Lite Flexstrand Flexstrand primary wire permits easier stripping and soldering . . . gives long life . . . and is easy to install.



PLUS

AUTO-LITE

"Power Line"

BATTERY CABLE

Auto-Lite Battery Cable, complete with the new Power Line Terminal that resists corrosion . . . assures excellent contact . . . complete customer satisfaction.



It will pay you to switch to the Auto-Lite Wire and Cable Line . . . the complete line—Steelductor Spark Plug Wire, Flexstrand Primary Wire and Auto-Lite Power Line Battery Cable with the new Power Line Terminal that holds tight. Sign up today with Auto-Lite for the best dollar-making merchandising combination in the industry. Write to

THE ELECTRIC AUTO-LITE COMPANY

Merchandising Division

Toronto, Ontario

Toledo 1, Ohio



The Auto-Lite Wire and Cable Catalog, giving complete specifications for every automotive vehicle, is available on request.

IN THE AUTOMOTIVE AFTER MARKET

Promoting Time Payments (Continued from page 68)

Obviously conditions have made this a new field that calls for a new and subtle approach in the handling. While Gier has only one chart right at the service manager's station, he has ordered two more which will be placed in other conspicuous spots in the shop. One will be placed by the lube rack to acquaint those coming in for a lube or wash job that it is possible for them to have the

work they have in mind done NOW.

This helps eliminate those "tinker" jobs that show no profit.

"It is better than that," Gier concluded. "It saves the customer's paying twice for certain types of work by having the car serviced completely all at one time. And this gives the customer permanent satisfaction regarding his service work."

A last word of warning: The customer should not be broached on this subject of time payments.

The less said about it, the more productive it will be. The chart is the invitation. Insisting or suggesting will produce the opposite results from those wanted. Remember, the customer does not want to discuss this subject and divulge his financial status. In this case silence is golden.

If It's a Good Ad

(Continued from page 71)

is, "Well, if it's good advertising I'm sorry. I just can't help it."

Otherwise, he is quite proud of the hold it has on people, of the few clippings he has accumulated from newspapers and other Texas publications that have recognized "The Doings." He confesses in print, however, and in capital letters, too, that he is a journalistic flop and that he does much better with his own folksy style.

This confession was inspired, no doubt, by his appearance as columnist in the *Denton Record-Chronicle*. He was complaining to Publisher Riley Cross that he could not accommodate all his public because he could not afford to add every applicant to his free list. Cross suggested that a column in the *Record-Chronicle* would add considerable to Headlee's audience and appease many who could not get on the Headlee mailing list, without additional cost to Headlee. So it was a deal.

Headlee is also proud of the fact that no one else in the United States that he has been able to discover had the same idea for a monthly news letter with such successful dimensions. He has made a diligent search without uncovering a comparable competitor.

In this respect, too, Headlee is consistent in his modesty for he admits "The Doings" came into wide circulation purely by accident.

Back along about the middle '30's, Headlee began writing a news letter. His relatives liked this letter, so he began producing it along with a number of carbon copies, thus getting a wider distribution to more branches of the big family. Since this was a somewhat unusual family news service, members of the family took pride in the letters and showed them to friends. Friends liked the letters, too, because they touched on matters other than family affairs, and friends



ANNOUNCES
SENSATIONAL
POWER-TWIN
HYDRAULIC PULLER
WITH THE CENTER HOLE
REVOLUTIONARY ADDITION
TO THE FAMOUS
OTC PULLING SYSTEM

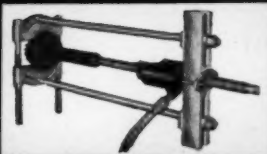
- Fits all OTC pulling units
- Works in any position
- Pushes - Pulls
- Faster than screw operation
- Eliminates torque
- More powerful - friction eliminated
- Easier - just light pump strokes
- Safer - remote control



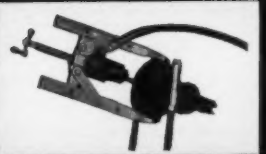
CENTER HOLE permits Power-Twin to do jobs no other hydraulic ram can do ... makes possible application of direct force ... fast, easy, unlimited adjustment ... versatile interchange of parts.

LIGHT - COMPACT - POWERFUL - SAFE

The fastest, easiest working, handiest Push-Puller in history ... sensational in performance, its time and labor saving ability and low cost make it a must for any shop. See your jobber for complete information or write us.



Spline shaft bearing comes off quickly with Power-Twin and OTC Push-Puller and 932 attachment.



No problem to remove drive gear with OTC Power-Twin and 1003-L Grip-O-Matic.

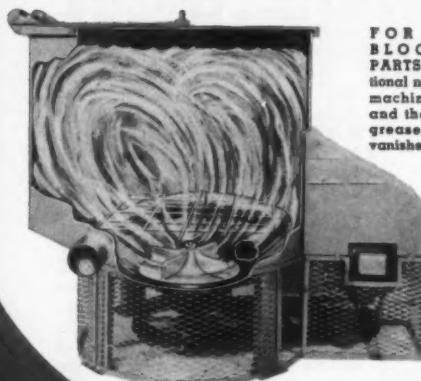
OWATONNA TOOL COMPANY

306 CEDAR STREET • OWATONNA, MINN.

SEE THESE TWO OUTSTANDING STORM-VULCAN MACHINES in Operation



WASHING MACHINE



FOR MOTOR
BLOCKS AND
PARTS. The sensa-
tional new Cleaning
machine that's fast
and thorough. Dirt,
grease and sludge
vanishes like magic!

...at the SOUTHWEST
AUTOMOTIVE SHOW,
Municipal Auditorium,
Oklahoma City, April 26-29.
Booths Z-118 and Z-119.
Make it a MUST to see these
machines IN OPERATION!

NO. 15 CRANKSHAFT GRINDER

6 NEW
FEATURES



See these new
engineering de-
velopments that
add to the
already high
productive speed
and accuracy of
this fine Crank-
shaft Grinding
Machine.

The machine with MORE EXCLUSIVE FEATURES than
any other Crankshaft Grinder built. Faster centering
— no chucks — easier to operate — perfect roundness
— are SOME advantages of the Storm-Vulcan No. 15.
See it at the show.



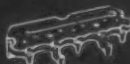
CYLINDER
BORING BARS



BEARING
CASTING
FIXTURE



RABBIT
FURNACE



BORING
PLATES



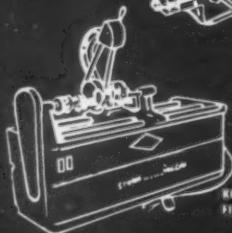
ROD GROOVING
MACHINE



CYLINDER
HONES



CON ROD CAP
MILLING
MACHINE



ROTATIN CRANKSHAFT
FINISHING MACHINE



CONNECTING
ROD GRINDING
MACHINE



CONNECTING
ROD STRAIGHTENING
PRESS



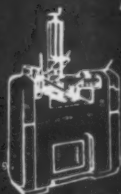
MOTOR
STANDS



ROD
ALIGNER



SPRING ANALYZER



CONNECTING
ROD BORING
MACHINE

STORM VULCAN

INCORPORATED

2504 COMMERCE ST., DALLAS, TEXAS

WRITE FOR FULL INFOR-
MATION ABOUT THESE HIGH
PRODUCTION ENGINE
REBUILDING MACHINES.

passed the letters on to their friends and so on, until Headlee had quite an unsolicited circulation. But he began getting requests, which he could not fill, for additional carbon copies. And in 1939, to meet the rising demand, "The Doings" was born.

"It was quite a surprise to me," Headlee recalls, "that people outside of the family would show any interest in a family news letter. But they did, and that is how 'The Doings' got started. As you and anyone else

can see, there was no commercial motive whatsoever. Absolutely!"

"Then what do you get out of it?" he was asked, and the answer came back quite easily and promptly.

"I'll tell you the pay I get out of it," he responded. "It's having fine friends and knowing people. If a financial profit has to come out of everything a man does, he isn't living.

"Well, I'm living. It gives me something to do that I enjoy. It

give me contacts. I'm putting something into life for a lot of people who enjoy it. And I have the time. I'm not so active in the business any more. My son takes care of most of the business worries. You know, I'm 70 years old."

Headlee was asked how many of the 21,000 people in Denton he knows personally and a son-in-law, grinning, interjected an answer: "About twenty thousand." Headlee laughed.

"No," he said "not that many. Now, it is possible that everybody in Denton knows me, but I don't know everybody in Denton. And it worries me when somebody speaks to me and I can't place him."

Uses Kids' Photographs

Headlee goes in for illustrations, most of them borrowed, oftentimes of Denton children, on the front page, which is normally the only printed page of the letter. His postage cost is, of course, \$13.50 per month and the entire \$75 comes out of his pocket with no offsetting contributions accepted. If, as sometimes happens, someone sends a check, he passes it on to some local charity.

Headlee figures each of the 2,000 copies is read by five people, giving him an audience of 10,000. He has circulation in every state of the Union and some foreign countries as well. During World War II his overseas mailing, to Denton boys in service, grew to substantial proportions and his overseas mailing in the same category today is growing steadily.

Headlee has quit adding names—except those of service men—to the mailing list of "The Doings" because he can't afford to expand indefinitely. He has quit trying to cut off names already on the list, too.

"They'd write in wanting to know what happened to their 'Doings,'" he chuckled, "so I'd have to dig up back copies and mail them. Heck, it was much cheaper to leave them on the mailing list than to take them off."

The demand for automotive lubricating oils increased from a little over 5,000,000 barrels in 1920 to about 22,000,000 barrels in 1949, it was reported recently in a survey by the American Petroleum Institute.



**MECHANICAL METHOD
OF REPAIRING ALL
TYPES OF CRACKED
MOTOR BLOCKS AND
CYLINDER HEADS**

• Repairing cracked engine blocks and heads can be fast, simple and profitable. The K&W Service Manual contains 26 pages of instructions and illustrations on all types of repair. K&W Mechanical Method repairs can safely be guaranteed for the life of an engine.



90% of all cracks can be repaired by the simple application of K&W Metallic Seal. The K&W Mechanical Method is designed for the 10% which are too large to be repaired by seal alone.



Please send me a copy of the K&W Service Manual. I enclose 25c (stamps or coin) to cover cost of handling and mailing.

PLEASE PRINT

NAME _____

ADDRESS _____

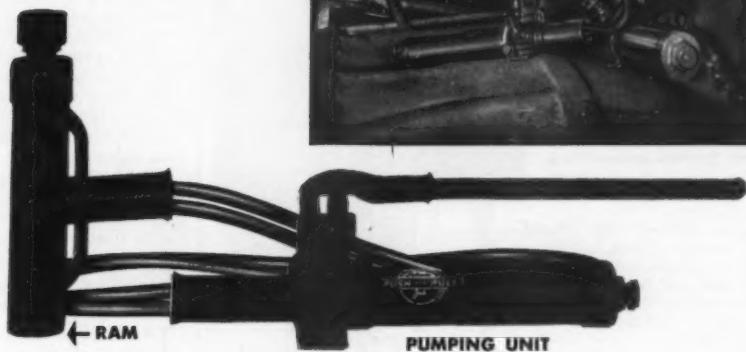
CITY _____ ZONE _____ STATE _____

MANUFACTURERS OF K&W METALLIC SEAL and
LICENSED OF K&W MECHANICAL METHOD

KERKLING & CO. • BLOOMINGTON, IND. • WHITTIER, CALIF.

See your jobber for tools and equipment, or write Kerklings & Company, P. O. Box 231, Whittier, Calif. for further particulars.

HEIN-WERNER "PUSH and PULL" HYDRAULIC JACK



Pump operates at any angle...does not become airborne



HEIN-WERNER CORPORATION
Waukesha, Wisconsin

The Hein-Werner line of hydraulic jacks is COMPLETE! It includes Under-Axle Jacks of 1½, 3, 5, 8, 12, 20, 30, 50 and 100 tons capacity . . . "Bumper-Lift" Hydraulic Jacks for passenger cars . . . "Swift-Lift" and Service Jacks for shop use . . . Cylinder Sleeve Pullers.

You, too, will like the ease of operation of Hein-Werner "Push and Pull" Hydraulic Jacks for body, fender, and frame repair work. You can push or pull with one ram . . . just turn release valve to right or left. Pump operates in any position.

For example, note the convenient operating angle position of the pump in the above photograph of an actual job. Here a 10-ton capacity "PUSH and PULL" is being used to take strain off side panel while 4-ton capacity "PUSH and PULL" is being used to exert pressure to remove bumps.

Hein-Werner "PUSH and PULL" Jacks are available in 4, 10, and 20 tons capacity, with a wide variety of attachments.

Ask your jobber or write us for complete information

Lead Them to P S

(Continued from page 72)

condition.

"I believe when the crops begin to grow that business will pick up and we will have the best year of the last two or three."

From the manufacturer level, too, came predictions of a good year for service.

Record automobile registrations, plus looming shortages of new cars, should create more automotive refinishing business in

1951 than in any year before, Don A. Seeley, manager of the Automotive Finishes Division of the Martin-Senour Co., Chicago, predicted.

He cited the typical example of "Joe Smith, who has a 1948 model and originally planned to trade it in for a new car this year. Now it appears quite likely he may have to make his present model last for several years.

"Looking to the future, Joe finds it would not be smart to postpone refinishing. He certain-

ly cannot afford to take chances on body deterioration. Multiply Joe's case by hundreds of thousands and you begin to get a picture of Mr. Auto Refinisher as a key defense mobilization figure in extending lives of automobiles, trucks and buses."

And, of course, "Joe Smith" will take care of the mechanical end as well as the appearance end of his car.

"When we have a customer's car in for service, we check brakes, by the same method as the highway patrol with a pedal block," said Ernest Moyer, Moyer Garage, Junction City, Kan. "It takes only a minute and it is well spent.

"Then 30 days later we send a post card to the customer, if he doesn't have needed work done at the time. I will say about 80 per cent of them come in for an adjustment or a brake job.

"This follow-up gives the customer a personal feeling that you want to serve him for his or her own benefit."

The preventive - maintenance theme will be more apparent in the days ahead—in advertising, time payments, "specials," conversations of mechanics and service salesmen.

And it will be more important to the customer, the defense effort and the profit statement of the shop that promotes it.

Kerkling Will Purchase Used K & W Cans

IN AN effort to conserve tin and steel, Kerkling & Co. is now paying two cents each for all K & W used cans, if returned to the jobber in good condition, according to Sid O. Smith, sales manager.

If the customer prefers, the company will contribute the amount of the refund to the Damon Runyon Cancer Fund.

Smith said that companies in many other fields had used container-refund policies with success and urged others in the automotive service industry to adopt similar policies.

Lakeland Dealers Name Waters

Griner Waters of Lakeland Ford Co., Inc., has been elected president of the Lakeland, Fla., Automobile Dealers Association. J. H. Streater is vice-president and M. G. Lantz is secretary-treasurer.

a better MATERIAL HANDLING PUMP —by Binks

A highly developed pump for faster...
more efficient application
of your favorite undercoating,
sound deadeners and all other fluids

Autobody shops, garages, and refinishers who apply sound deadening and heavy underbody materials can cut costs and decrease finishing time with this new and better pump. You pump your favorite materials directly from your supply drums to spray gun...saving up to 15 per cent in handling time alone.

HANDLES ALL FLUIDS...Binks air-operated pumps are available in pressure ratios from 1:1 to 10:1. They will pump all fluids...from light thinner to heavy sound-deadening and undercoating materials...even those with abrasive fillers.

UNIFORM MATERIAL PRESSURES...Binks long-stroke double-acting pump supplies a faster and steadier stream of material. Flow is smoother at selected, controlled pressure.

LOW MAINTENANCE AND OPERATING COSTS...A Binks pump operates on minimum quantity of air from your regular supply. Simple, rugged construction assures reliable service. Cleans itself by simply pumping a solvent.

Ask your jobber about the new
Binks material handling pumps,
or write for Bulletin 700.

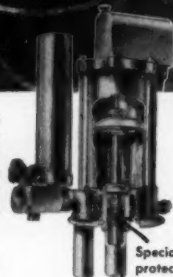


Binks

MANUFACTURING COMPANY

3136-40 Carroll Avenue, Chicago 12, Ill.

NEW YORK • DETROIT • LOS ANGELES • ATLANTA • BOSTON • CLEVELAND • DALLAS • MILWAUKEE • NASHVILLE
PHILADELPHIA • PITTSBURGH • ST. LOUIS • SAN FRANCISCO • SEATTLE • WINDSOR, ONTARIO, CANADA



Special packing
protects motor
...minimizes
maintenance.



Double acting
pistons pump
material on
both up and
down strokes.
Top piston
prevents
material from
reaching
packing.

If it's a

YANKEE

IT LASTS!

**YANKEE ACCESSORIES SURPASS ALL S.A.E. TESTS
FOR CORROSION, VIBRATION, MOISTURE AND DUST.**



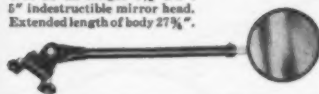
Yankee No. 820 Approved Truck Turn Signals—earning a "rep" as the most dependable set on the road today. Meets S.A.E. Class "A" Type 1 requirements for all vehicles 80 inches in width or more, with plenty to spare. Flush mounting sets also available.

**you're safe with
YANKEE APPROVED SAFETY EQUIPMENT**

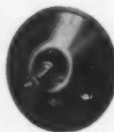
Available at all better jobbers. Be sure—ask for Yankee Lamps, Mirrors and Fleet Safety Devices.

*Write for catalog today
YANKEE METAL PRODUCTS CORP., NORWALK, CONN.*

No. 245 Truck Mirrors—with telescopic body. Will fit all hinges 1 3/4" x 3". 5" indestructible mirror head. Extended length of body 27 3/4".



No. 241 Mirror Head—durable, baked black enamel finish 5" head with universal ball type mounting. Also available in 6" (No. 232).



No. 75 Armored Clearance Light—durable, bonderized, all-steel construction in gray baked finish. Available with red or amber lens, 2 c.p. lamp.



No. 382 Universal Mounting Stop and Tail Lamp—"Snap-on" doorless lens unit. Double filament bulb; 3 c.p. for tail, 21 c.p. for stoplight. Approved reflex lens.



No. 307 Stop Light—with 4-way adjustable mounting bracket. All-bonderized. 6 1/2" Diameter. "Stop" molded into lens. Red or amber on black background. For flush mounting No. 306.



No. 139 Reflector—for flush mounting. 3" approved plastic reflex lens—red or amber. Gray enamel finish on bonderized steel. For 4" reflector specify No. 136.



No. 92 Headlamp—with glass sealed beam unit. All black, 2 coat baked enamel finish on bonderized steel. Ball type mounting. Available with parking lights.



No. 1106X Fire Extinguisher—1 quart pump type—carbon tetrachloride. Throws stream 30 feet. Furnished with bracket.





The dealer who tried to please everyone!

You think he had a tough time? He claims it was easy. Matter of fact, all he did was to stock and display a motor oil that's a well-known, highly regarded, country-wide favorite. And from then on . . . everyone was happy!

Of course, it was Quaker State. What other oil is so generally approved the nation over? What other oil gets three out of five of its users coming back for it for more than five years? What other oil, for that matter, ends up at the top of the list in survey after survey taken among car owners?

We believe, as do millions of motorists, that Quaker State is the finest motor oil produced anywhere in the world. First, because it's made from 100% pure Pennsylvania grade crude oil. Second, because it is refined with the most modern processing equipment. And third, because the technical skill employed is unsurpassed in the industry.

Quaker State Motor Oil • Quaker State Superfine Lubricants
Quaker State Oil Refining Corporation • Oil City, Pennsylvania

5,000,000 Cars in '51? (Continued from page 70)

lieve that the demand for cars will be greater than the supply. Adding to this the fact that the American public have over 100 billion dollars in savings accounts, government bonds, postal savings, building and loan savings, etc., there is a terrific backlog of purchasing power.

"Breaking down the 5,000,000 passenger cars that I think will be built in 1951, my guess is that the industry will produce about 3,000,000 the first six months and 2,000,000 the last six months of the year.

"If one has followed R. L. Polk's registration figures, they will see that registrations of new cars in January, 1951, exceed any previous January in history, and from preliminary figures for February, the same holds true, so cars are being sold at retail and are not being stockpiled or warehoused.

"As the year unfolds there will probably be a lot of problems that will confront both the manufacturers and the dealer, but I believe that we all have the ingenuity and know-how to overcome those particular obstacles as they arise."

One factory public-relations official, asking that his identity be withheld, observed:

"Inasmuch as the production situation is changing so rapidly, and with new government regulations coming frequently, it does not seem prudent to us at this time to make any forecasts. It is, of course, obvious that production this year will be less than last, but how much less remains to be seen."

Said R. Rausch, vice-president and executive assistant to the president, Willys-Overland Motors, Inc.:

"Anyone who could take a look into the future, crystal gaze, as you say, and come up with an accurate appraisal for the remainder of 1951 would earn for himself the undying gratitude of the entire automotive industry.

"But of course we all have some idea as to what we will do this year. Provided those already scarce materials do not become more difficult to procure; provided the government does not impose still more stringent restrictions on automotive production, and barring unforeseen labor

difficulties, the automotive industry will continue to more than meet its obligations to the defense of the country, continue to swell our armament bins, as well as meet the needs of our ever-increasing civilian market."

One factory sales manager, withholding use of his name, said:

"Currently our plant at — is now producing a new car every 36 seconds.

"We have been discussing with the dealer body a curtailment in production of 25 to 30 per cent for

the calendar year 1951.

"From an availability standpoint, it appears that adequate materials will be available to not materially harm production in the first six months. Beyond this point we do not care to predict.

"We do not believe that material scarcity will, in any way, affect the production schedules as to building deluxe models versus special models, at least for the time being. We are currently endeavoring to build as closely to customer demand as possible."

Thermoid Brake Fluid Hits The "Best Seller" List



That is typical of what thousands of auto mechanics have told us. They say that once they tried Thermoid Brake Fluid, they were sold on it for keeps.

In the less than three years it has been on the market, Thermoid Brake Fluid has become one of the top leaders in the field.

Here Are The Facts on Thermoid Brake Fluid

Meets or exceeds SAE specifications. Fortified with corrosion inhibitors to protect rubber and metal parts. Will not swell rubber cups. Mixes with all recognized quality fluids. Two types available—Type "A" for passenger cars and light trucks. Operates dependably from 60° below zero to 230° above. Type "HD" for heavy duty flows at minus 60° but has a boiling point well over 300°.

Try Thermoid Brake Fluid—and check results for yourself.

Thermoid

Thermoid Company • Trenton, New Jersey

the standard of precision processing in brake lining, brake blocks, hydraulic fluid, cylinder assemblies, hydraulic brake parts.

Look for More Tires (Continued from page 63)

take about a year and will be so gradual that there will be little loss in production.

As synthetic-rubber plants reach capacity and new-vehicle output is cut back from first-quarter levels, the replacement-tire picture is expected to improve month by month.

The only "if" most top tire men attach to that forecast is all-out war.

Among the comments from tire-factory executives were:

J. P. Seiberling, president and chairman of the board, Seiberling Rubber Co.—"The year 1951 is off to a rather slow start, but we expect the rubber industry to operate at an increasingly high level of production as the year progresses, and to meet or beat the record output of 1950—whether or not we have full-scale war.

"Although civilian demand is high, production for this market will be limited because the mate-

rials are needed for defense. As military orders increase, the output of tires and tubes and other products for this purpose should more than make up for the loss of civilian business."

Paul W. Litchfield, chairman of the board, The Goodyear Tire & Rubber Co.—"Owing to the pressing demand for tires, especially since July, we have had a sellers' market. The excessive competition of the early months of 1949 was reversed and in recent months the demand has greatly exceeded supply. This condition still prevails, but could easily be reversed when government stockpiles are adequate, and increased supplies of new rubber approach nearer to demand.

"The year 1951 begins with a production of rubber products strictly limited to the amount of rubber allocated by the government, which is far below the present demands of the consumers...

"Rubber will continue to be a growing industry. Its world-wide use in transportation and other fields is steadily increasing and the supply of natural and synthetic rubber can be expanded to meet all demands."

Lube Is the Key

(Continued from page 73)

lube men to get hold of the wheel and test front suspension for excessive wear.

Most of our wheel-alignment adjustment work comes right from the grease rack.

We looked for leaks and wet spots. There might be leaking wheel cylinders, a leaking master cylinder, defective hydraulic hoses. With the wheels off we had a chance to check brake linings. Were they worn? How many more miles could they take before they would need replacement? For these were safety precautions we should point out to the customer before he started driving his car again.

We have our lube men jot down their findings to bring to the customer's attention. Of course, on minor jobs like tightening loose bolts on lower control mountings, we go ahead and take care of it as a service to the customer. On other work we call the customer by telephone for permission to go ahead with repairs.

If he happens to be around the shop waiting for his car, then so much the better. We take him

"STANDARD OF THE TRADE"

**FINER BALANCE!
FINER APPEARANCE!**



Snugl WHEEL BALANCING WEIGHTS

OUTSTANDING FEATURES

- ★ SNUGL design... no recesses to collect mud or dirt that causes unbalance condition.
- ★ The exclusive DOVE-TAILED spring steel clip.
- ★ The name SNUGL (registered trade mark) on every weight.

SNUGL offers you seven (7) types of balance weights covering fifty-one (51) sizes for Passenger Cars, Trucks and Busses. Write for Catalog.



**SPRING STEEL CLIP
USED IN
SNUGL
K AND L
PLANS WEIGHTS**

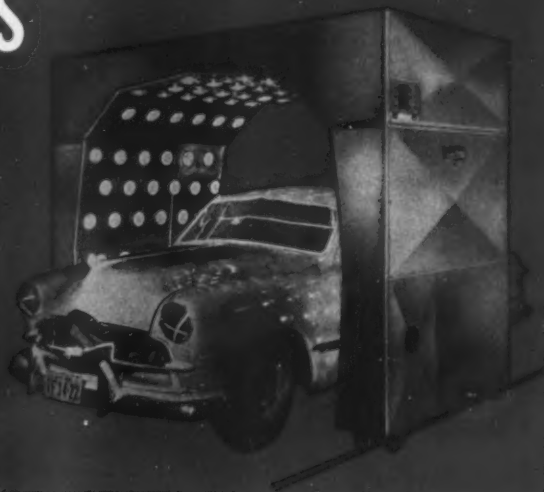
**MID-LEVEL
WESTERN AUTO PARTS**
MANUFACTURERS
EXCLUSIVELY

**MAIN OFFICE
AND FACTORY
INDIANA**

**WEST COAST FACTORY
WHITTIER, CALIFORNIA**

HOW TO GET two times as many

PAINT JOBS
IN YOUR SHOP



Double your customers with this Sales Plan and Brake Shoe Equipment

Suppose you were able to offer your community a revolutionary finishing process that genuinely duplicates the finish originally applied by the car manufacturer?

Suppose your shop were set up on a real factory production-line basis, drastically cutting your job costs, boosting your job profits and permitting twice the job turnover you now have?

Suppose you spark-plugged a proven promotion program that brought in *twice* the number of body work and paint jobs you now

have? A program that established you as the outstanding car painter in your town?

Fast Talk? No. The record demonstrates that the Brake Shoe Turnover Plan is a potent new sales weapon that is achieving these goals in as little as six short months. No razzle-dazzle either, but a down-to-earth selling strategy that has proved sure-fire wherever properly used. We have the evidence. You need the business. It will pay you to investigate, *now*. Write for illustrated Sales Plan to:

THE BRAKE SHOE AUTO-BAKE DRIES CAR ENAMELS TO A FACTORY FINISH IN 30 MINUTES



KELLOGG DIVISION, 96 HUMBOLDT ST., ROCHESTER 9, N. Y. - DOMINION BRAKE SHOE COMPANY, NIAGARA FALLS, ONT.

Brake Shoe



SPRAY GUN AND ACCESSORIES



SPRAY PAINTING SYSTEM



SPRAY PAINTING SYSTEM



SPRAY PAINTING SYSTEM



SPRAY PAINTING SYSTEM

over the car, show him what the lube man discovered and often he will let us take care of it on the spot.

This was recently the case when a lubrication check brought out that the brake-lining rivets were scraping the drum. The customer let us go ahead and re-line the brakes and re-turn the drum.

When the lube man has finished greasing the car on the rack and starts working under the hood, we tell him to watch gen-

erator charging rate and to check fan belt. A worn fan belt may need replacement, a loose one tightening. We tell him to inspect the oil lines and filter for oil leaks. He checks all hoses, the radiator and cooling system. Sometimes we sell an air-cleaner filter or service it.

We generally keep a lubrication man under our supervision about two months as he learns to look for certain conditions in a car. After this he uses his own judgment in checking on defects.

Whenever doubt arises, he calls me in and we go over it together.

At Temple Motor Co. there is no commission to the lube man who finds extra needed repairs. Our men are on straight salaries and don't have to look for added earnings in this way. So when defects are discovered, they are valid ones.

I think our greatest yield in repair work from greasing comes in front-end jobs, brake relinings, bad bearings and tire sales—though other jobs are turning up continually. The lube man found the wrong type of spark plug recently in a customer's car. We sold the man spark plugs.

Tire sales frequently result for we are constantly on the lookout for cut tires.

One of our first-rate lube men, David R. Campbell, who had been through a three months' lubrication course, and had had a few years' experience in a garage, has the sharp and quick eye of a mechanic in picking out flaws as he greases. He went through our training period and found it all to the good. He believes it saves a customer money as premature wear of his car is cut down.

Years of experience have taught me this: A good lube man with a trained eye for defects can put a shop on a preventive-maintenance program that not only will be appreciated by its customers but do more than keep the shop out of the red in lean times.

Preventive Service Did It!

(Continued from page 62)

in the past when we got a new piece of equipment, we let our customers know by an ad in the county newspaper.

Of course, many of our old customers who have been coming in for years, leave their cars here filled with packages, with no more of a request than "Will you look it over?" Then come back in the afternoon, pay their bill and leave feeling that we put honest labor into their cars.

We worked hard at building that kind of confidence. Only yesterday Mr. W— of Silver Spring brought in his car and reported that it wasn't pulling a hill right. He had stopped at a service shop in downtown Washington and was told his valves needed grinding. But he doubted the diagnosis. He wanted us to check and do whatever the repair was.

for: CAR DEALERS • GARAGES • BODY SHOPS • SERVICE STATIONS

the New Model "B"

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ONE-END LIFT**

Portable • Pneumatic

Patent



Check These Features

- INCREASED REACH UNDER CAR
- WIDE SPREAD LIFTING HOOKS
- IMPROVED PROTECTED CYLINDER ASSEMBLY
- POSITIVE SAFETY
- SMOOTH OPERATION
- REDUCED FRICTION
- DECREASED WEIGHT
- GREATER EASE OF HANDLING
- EASILY SERVICED
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- LOW COMPRESSED AIR REQUIREMENTS

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sturdy
versatile

A Sure Money-Maker for Every Shop

Own an **AUTOMATIC ONE-END LIFT** and save hours of labor per day... the Lift will pay for itself in 6 months! Its low cost makes lifting equipment practical for all garages and service stations.

It is ideal for—

- Shops above the ground floor
- Shops too small for a permanent Lift
- Shops over water, rock, or sand
- Shops with low ceilings

... or for use as an auxiliary Lift for peak work periods. Operating off your nearest air hose, this sturdy Lift will raise one end of vehicles up to 6000 lbs. in weight as high as 30" from the floor... it is automatically locked "STEEL ON STEEL" at all working heights above 20" ... completely safe yet portable, it can be rolled under a car when not in use.

Discover the versatility and efficiency of an **AUTOMATIC ONE-END LIFT** for yourself by asking your jobber today.

WRITE FOR CATALOG Z-3



**AUTOMATIC STEEL PRODUCTS, INC.
CANTON 6, OHIO**

A Substantial Supplier to the Automotive Industry for Over 20 Years

AUTOMOBILE JACKS • AUTOMOTIVE GRINDING WHEELS • LINHAR WATER PUMPS • MERCURY CLUTCHES

HERE'S A REAL MONEY-MAKER FOR YOU

MAKE QUICK, EASY SALES! CASH IN, AS NEVER BEFORE, ON THE HUGE CAR-LIGHTER REPLACEMENT MARKET!

Surveys show 3 out of 5 car owners have Lighters that are burned out, lost or stolen. This compact, colorful counter and window display, complete with action-flasher and new type illumination, costs only 2½ cents per month to operate day and night — yet tests show it rings up record-breaking sales every day in the week!

WITH EACH *Extra Value* CASCO LIGHTER DEAL No. L 500

CONSISTING OF:	Retail Price Ea.
6 VIS-O-LITE ILLUMINATED LIGHTERS	\$2.75
6 CASCO "POP-OUT" REPLACEMENTS	\$1.50
6 CASCO REPLACEMENT HEATING ELEMENTS	\$1.00

YOU GET

THIS Action Packed **FLASHER** *Free*
SALES-MAKER

YOUR COST \$18.90
YOUR SELLING PRICE \$31.50
YOUR PROFIT \$12.60

YOU MAKE A BIG 40% PROFIT
and get a valuable, illuminated flasher
display... **PLUS** a complete kit of other
sales-making advertising material... **FREE**

For new and unusual automotive accessories
Casco Products Corporation • Bridgeport 2 Conn.

CASCO

PLUS YOUR FREE SALES-MAKER DISPLAY



ORDER DISPLAY DEAL L 500 THRU YOUR JOBBER

It consists of

6 CASCO VIS-O-LITE AUTOMATIC ILLUMINATED CIGARETTE LIGHTERS

Includes Vis-O-Lite illuminated dashboard wall
guides, hand cavity back, avoids scratched
dash, heavy eyes on road. Individually boxed
— 6 to display carton.
No. 131 \$2.75 FAIR TRADE

6 CASCO REPLACEMENT AUTOMATIC "POP-OUT" UNITS

Heavy Chrome knob blends easily with other
accessories on dashboard. Fits all Casco-made
lighter dash walls. Packed 6 units to a display
card.
No. 132 \$1.50 FAIR TRADE

6 CASCO REPLACEMENT LIGHTER HEATING ELEMENTS

Replacement for burned out, weak or slow
lighters. Simply screw into original equipment
back. Packed 6 mounted on a
counter display card.
No. 133 \$1.00 FAIR TRADE



Southeast Rep: LAWRENCE M. HIRSIG & CO.,
201 Hildebrandt Bldg., Jacksonville 2, Fla.

Southwest Rep: HIRSIG-FRAZIER COMPANY
Box 1140, 807 Cotton Exchange Bldg., Dallas, Texas



Shown at the first council of service managers of the Lincoln-Mercury Southern sales region, held last month at Hapeville, Ga., near Atlanta, are (l. to r.): H. L. Polk, Bagby Hall Motors, Jackson, Miss.; John Burns, Turbville Motors, Houston, Texas; H. Beach, Nelson Motor Co., Columbia, S. C.; Jack Hart, Searritt Motor Co., St. Petersburg, Fla.; Regional Sales Manager W. A. Toms; M. F. Reeves, Frank Graham Co., Atlanta; R. L. Bigham, Bennett Motor Co., Lubbock, Texas; Regional Service Manager O. L. Carlson; A. L. Spurlock, Greater Dallas Motors, Dallas, Texas; J. D. Harris, North Florida Motor Co., Jacksonville, Fla.; J. B. Dishongh, Corbitt Motor Co., Memphis, Tenn., and J. W. Hamilton, Chas. Dill Motors, San Antonio, Texas. Polk and Burns were selected to attend the national service-managers' council in Detroit.

MOBO

WASH RACK ITEMS



THERE'S plenty of profit for you in MOBO's nationally known products. Just take the line of wash rack items... MOBO Powdered Car Wash, Super Auto Wash, Black Rubber Concentrate, MOBO Aquadizer, etc. For every day, week-in-week-out profit producers... they can't be beat!

Contact your MOBO jobber for interesting details on the complete MOBO line—Do it today!

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642 West 30th Street, New York 1, N. Y.

Rocket and Carrier Orders Go to Pontiac Division

CONTRACTS to manufacture a new amphibious cargo carrier and rockets for the Army have been awarded Pontiac Motor Division, Arnold Lenz, general manager, announced late last month.

The tracked carrier, equipped with a stern propeller for water operations, is said to be highly mobile on snow, in mud, marshes and over rough terrain. It is called "The Otter."

Pontiac will build the automatic transmission, chassis and hull and assemble the vehicle.

Exide Begins Construction Of New Battery Plant

PLANs for construction of an automotive battery manufacturing plant in Aurora, Ill., have been announced by The Electric Storage Battery Co., manufacturer of Exide batteries.

The plant will have a capacity of 3,000 batteries a day and an annual payroll of \$350,000 to \$400,000, company officials said. Operations are expected to begin before the end of the year.

Powell Heads Fort Myers Group

Charles Powell of Powell Nash Motors is the new president of the Fort Myers, Fla., Automobile Dealers Association. Harold Case of Hough Chevrolet Co. was elected vice-president and J. W. "Wes" Rumsey of South Florida Motor Co. is secretary-treasurer.



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NADA Voices Its Objections To Higher Taxes on Vehicles

DENOUNCING the proposed tripling of the excise tax on automobiles as both "discriminatory and excessive," the National Automobile Dealers Association warned last month that superimposing this burden on the tax load on passenger cars would bring automotive taxes danger-

ously near the point of diminishing returns.

Charles C. Freed, chairman of the association's Public Affairs Committee, told the House Ways and Means Committee that the wage earner who must have essential transportation "is already saddled with a tax burden be-

yond his just share."

Pointing out that taxes already constitute 24 per cent of the cost of a new car and that, in the case of even a low-priced car, this amounts to \$475 of the total purchase of about \$2,000, Freed termed the present levies a "back-breaking tax burden on purchasers of a commodity as essential to living as the automobile is today.

"The treasury proposal would decrease the take-home pay of the defense worker by raising his income taxes. At the same time it asks adoption of a stratospheric increase in excise taxes which we believe would make it virtually impossible for this defense worker to obtain essential transportation.

Can't Meet Payments

"Regardless of how great the need of the average worker for a new car to replace his ancient jalopy, the point is already near at which he cannot possibly meet the payments from his current income. Eliminate that mass market and the resultant decline in sales will quickly lead to a similar drop in revenue. We urge that you seriously consider this threat before approving discriminatory and excessive automotive excise taxes.

"Workers do not just need cars—they need safe, dependable and efficient transportation. Many essential workers are already finding it difficult to obtain this type of transportation under the combination of the present tax structure and credit curbing Regulation W. . .

"On top of this, the treasury department is asking you to almost triple the excise tax on new cars. If this proposal becomes law, the worker will have to pay about \$2,200 for his car, \$675 of which would be taxes. In other words, instead of paying 24 per cent in taxes, he will be forced to pay approximately a third of the retail price in federal, state and local taxes. Certainly no product so necessary to our way of life and our economic stability is so taxed.

"Transportation is the pivot around which our defense program revolves. Passenger automobiles are responsible for nearly 85 per cent of our present passenger transportation. In times like these, every effort must be made to keep our transportation system strong . . ."

An OUNCE of Prevention



*** saves a multitude of falls**

Check these Advantages

1. Reduces slipping hazards
2. Reduces fire hazards
3. Improves floor conditions
4. Reduces maintenance labor costs
5. Reduces insurance penalties
6. Improves working conditions
7. Permits safer, easier, faster, walking on plant floors
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EASY TO USE
Just spread it on grease spots

ECONOMICAL
Saves time, saves maintenance expense—can be used again and again

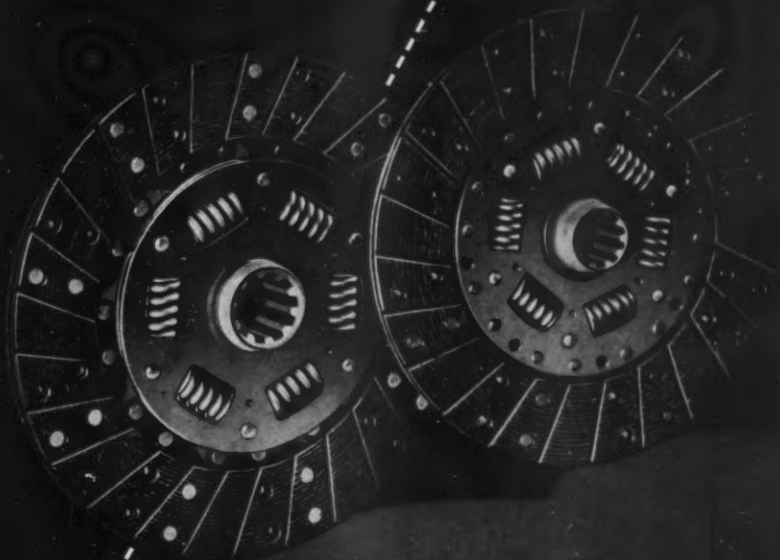
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• Breweries and many other uses.



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CF Clutch Plates



assure customer satisfaction . . . profits for you!

Look to your PERFECTION jobber for your clutch plate requirements.

You can turn chatter and grief into praise and profits by standardizing on PERFECTION "CF" Clutch Plates.

These quality replacement clutch plates have patented formed and riveted cushioned springs designed to eliminate chatter and grab.

Other important features include balanced coil center spring which absorbs torsional vibration and transmission rattle. Full-floating hub won't pull out. Plate is completed with jointless and endless cord-woven facing, with standard BLMA drilling.

For details, consult your PERFECTION jobber, or write us.



Perfection Gear Company • Harvey, Illinois

PERFECTION PRODUCTS INCLUDE: Silent Timing Gears, Metal Timing Gears, Silent Timing Chains, Sprocket Gears, Transmission Gears and Parts, Differential Ring Gears and Pinions, Differential Cases and Parts, Fly Wheel Gears, Clutch Plates, Pressure Plates, Clutch Cover Assembly, Parts, Clutch Forks and Parts, Clutch Throwout Bearings, Clutch Rebuilders.

GOT A GOOD \$5 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.



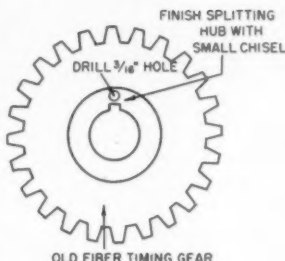
2324 Harris, Independence, Missouri.

Replacing Timing Gear On Chevrolet Cars

HERE'S how I cut the time in half when replacing the timing gear on Chevrolet cars and trucks from 1940 to 1951:

Remove oil pan in order to get to cap screws in bottom of gear cover. Remove radiator gear cover. Drill hub of old gear with 3/16" bit just above key and finish splitting hub with small chisel. Pull lower gear.

Heat new aluminum gear in boiling water or with torch. Gear will slip on easily. Then put lower gear on, observing timing



OLD FIBER TIMING GEAR

marks. Be sure to remove burrs from camshaft or inside of new gear. This operation saves pulling camshaft and also front radiator grille.—A. J. Smith, Gulf States Utility Garage, Beaumont, Texas.

Installing the Clutch Shaft Pilot Bushing

TO AVOID costly come-backs on clutch installation when clutch shaft pilot bushing is under- or over-lubricated, cut out a small disc of felt the same size as bushing and insert this in hole ahead of bushing.

Saturate felt with engine oil. It will keep bushing or bearing properly lubricated for a long period of time.—C. Kernaghan,

A Completely NEW Principle in Shock Absorber Construction and Performance

The Columbus Luxury-Ride Shock Absorber embodies a new, revolutionary theory of viscous damping, and the only major improvements in shock absorber design and construction since introduction of the airplane type unit.

An opportunity to realize greater profit and customer satisfaction can be yours through merchandising this distinctive line of shock absorbers.

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Luxury-ride SHOCK ABSORBER
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The Shock Absorber that Outsmarts the Highways

See us in Booth No. M-284
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Correcting Engine Miss On 1945-48 Fords

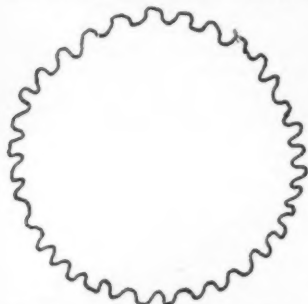
ON SOME of the 1945-48 Fords you will find that under certain conditions the distributor head will sweat, causing the vehicle to refuse to start. In many cases, even though it starts the engine will miss, backfire, etc., until it warms up. In such cases you will find there is no vent hole in the distributor head.

My method for curing this trouble is to make a vent hole about 1 1/2" down on right side of distributor head from snap clamp brackets and 3/8" inside inner cap. This can be done without removing the head. I use a 1/8" welding rod. Heat the end of the rod and burn the hole. In order to get to the distributor, use full length of welding rod and insert it between frame and pan near right end of front spring.

This method beats removing fan, generator and plug wiring harness and the job can be finished in ten to 15 minutes.—Glenn Williams, Woodlawn, Virginia.

Removing the End Play From Mercury Axle

ON SOME of the 1950-51 Mercurys, the recess in the housing for the rear axle shaft bearings seems to have been bored just a little too deep, resulting in a slight end play which can be quite noisy. A proper



shim for this does not seem to be available, so I made one out of soft iron wire about .025" in diameter, such as stovepipe wire.

I bent the wire into a circle the approximate diameter of the outside bearing race, giving it some kinks as shown in the sketch. The kinks allow the wire shim to contact as much as possible of the surface of the outside bearing race. Should the shim be too thick, pressure of the

race against it as bearing bolts are tightened will compress it and assure a snug fit, removing all end play.—R. D. Hudgens, 2814 Lillian Street, Shreveport.

Removing Universal Joint Bearings

WHEN removing universal joint bearings with needles, turn them back and forth to keep the needles from falling out of place.—Buster L. Robertson, Cragford, Alabama.

When Grinding Valves On Hudson Models

WHEN grinding valves on a Hudson, I found it difficult to get the valve spring seat past the groove in the valve for keeper. Here is the method I use now:

When replacing the valves, place the lifter under the spring and not the seat. Leaving the seat free, raise the spring as high as possible with spring lifter. Then the spring seat can be raised easi-

HERE are ten Solder Seal leaders. The world-famous Solder Seal line embraces 23 time-tested, all-season products that have brightened the nation's service stations for more than a generation. This flaming red seal can point the way to more satisfied customers and time & money savings for you, too! Solder Seal will always stand for top quality and better performance.

RADIATOR SPECIALTY COMPANY • CHARLOTTE, NORTH CAROLINA
RADIATOR SPECIALTY COMPANY OF CANADA, LTD., TORONTO

ly and the keeper installed.—J. H. Selman, Riverside Auto Supply, Fort Worth, Texas.

Removing Water Pump On Chrysler Cars

If you find it difficult to remove the water pump on Chrysler products, also remove the four cap screws on back of pump to release plate.

This reduced thickness in most cases will allow pump to clear studs and radiator.—C. Kernag-

han, 2324 Harris, Independence, Missouri.

Stopping Leaks In Gas Tanks

AN EASY way to stop a tank leak in case of an emergency until proper repairs can be made is to apply a very thick coat of fast-drying gasket cement to a piece of polishing cloth or a double thickness of gauze about two or three inches square.

Wipe tank leak and quickly

slap the patch on. You will be surprised at the size of leak you can stop by this method without having to drain fuel from tank.—Ralph McKenzie, 405 East Washington, Pittsburg, Kansas.

Replacing a Chevrolet Rod Without Removing Head

HERE is the way I remove and replace a Chevrolet rod without removing the head:

Remove pan, turn journal of shaft on rod to be removed about $\frac{1}{4}$ turn up. This may vary a little. This will permit loosening rod nuts and getting counter balance on shaft out of the way so that the piston can be lowered to where the pin can be taken out.

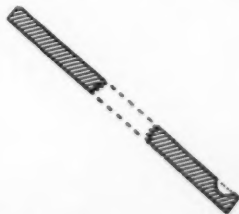
Take out the pin lock bolt and with a $\frac{1}{4}$ " welding rod having about a 3" angle bent on the end push out the pin. The pin bushings are always worn enough to permit this.

To replace, the new pin can be slipped in easily with the fingers and the welding rod. Replace lock bolt and rod cap and nuts.

The rod itself can be removed and replaced in at least 15 minutes and time for the whole job cut to less than 1½ hours, plus saving a head gasket set and all that labor.—Raymond Calvert, Standard Garage, Mount Washington, Kentucky.

Removing Differential Bearing from Axle

REMOVING differential bearings from Ford axle housings can be made easy even without a special puller. A good tool can be made by grinding a three-foot length of $\frac{5}{8}$ " round stock as shown in sketch.



The notch allows the end of the tool to be placed against the edge of the cup while the other end extends through the housing where it can be tapped with a hammer.—R. D. Hudgens, 2814 Lillian Street, Shreveport, Louisiana.

You multiply the tremendous sales advantage of Pennzoil motor oil, a leader by itself, when you sell Pennzoil Cha-Z-Lube, the exclusive, patented chassis lubricant, and Pennzoil Hydra-Flo, Type "A" automatic transmission fluid.

All three give you a triple shot at Pennzoil customers who buy quality. Find out about profit possibilities you can't afford to miss . . . and about the entire Pennzoil line of top quality lubricants for every purpose. Contact your nearest Pennzoil distributor, or write to us for his name.



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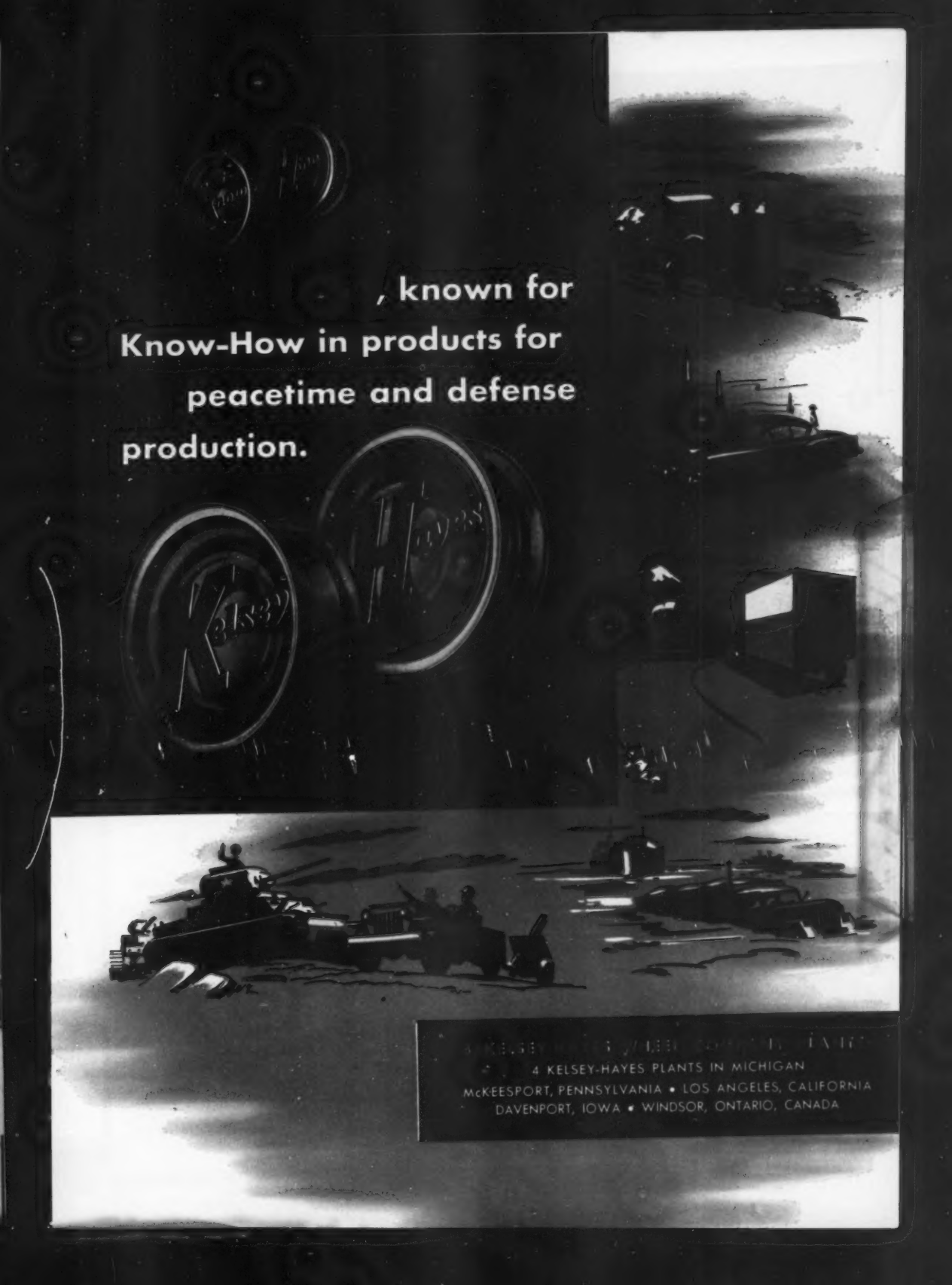
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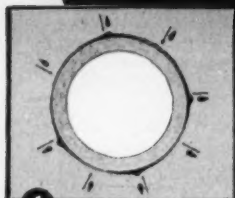
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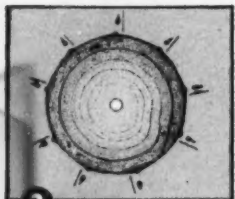
*You've heard that it's better
than you can see*

THE INSIDE



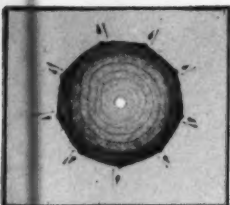
1

Surface I

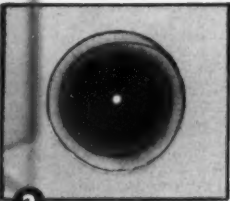


2

Depth I

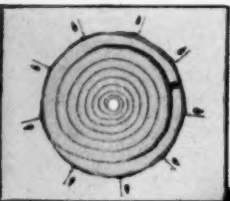


Multiple Filtration I

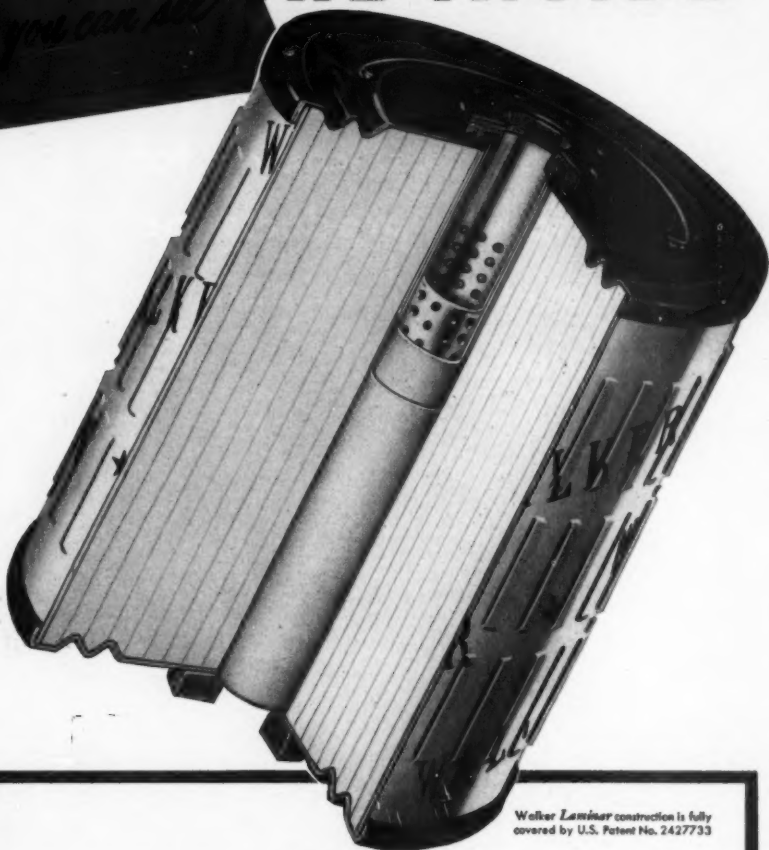


3

Progressive I



Channel-Proof I



Walker Laminar construction is fully covered by U.S. Patent No. 2427733

Here's How Walker's Patented *Laminar* Construction Works:

1 Surface Filtration—When oil enters the Walker cartridge, it immediately encounters double-wrapped wood cellulose dispersion strips... which not only provide definite surface type filtration but disperse the oil over the entire surface of the filtering medium.

2 Depth Filtration—After passing through the dispersion strips, the oil is next subjected to depth filtration through the basic filtering bed of pure wood cellulose fibres—the density of which is scientifically controlled for a proper balance between "flow" and "particle retention."

Multiple Filtration—Walker's patented Laminar construction is more than just one layer. As the continuous strip of filtering material is wound around and around the center tube, it forms many successive layers of both dispersion

strips and basic filtering bed... a multiple filtration of both surface and depth!

3 Progressive Filtration—Even this combination is not yet the full story. As each successive layer is wound around the center tube, compression forces the pattern in the filtering bed to become finer, more compact from outside to center... selectively removing smaller and smaller particles of micronic size.

Channel-Proof—Here's still another plus! Because of its basic Laminar design, every Walker cartridge is absolutely channel-proof. There are no "low resistance" spots... no natural channels through which the oil can pass unfiltered. Should an accidental break occur in any single layer, the additional layers will prevent any channeling.

STORY OF THE ONLY FILTER THAT CLEANS OIL 3 WAYS

Exclusive Filtering Material and Patented *Laminar* Construction
Combine the Three Basic Essentials of Effective Oil Filtration

● The superior performance of Walker Oil Filter Cartridges begins with an entirely new, chemically pure, physically uniform filtering material—wood cellulose fibre.

This material was selected after years of research because of its remarkable affinity for dirt and crankcase moisture—and because its density could be accurately controlled to permit the proper balance between “flow” and “particle retention.”

The primary filtering matrix of a Walker cartridge is a bed of pure wood cellulose fibres “air laid” by a secret process onto a continuous thin wood cellulose fibre sheet known as the dispersion strip. The dispersion strip is double-wrapped across the top forming a filtering bed of uniform density and structure.

A pre-determined length of this material is then spirally wound around the center tube forming many alternate and multiple layers of the primary filtering bed and intermediate dispersion strips. From this patented construction comes the new name in oil filtration—*Laminar*—meaning laminated, or in layers.

This new material, for the first time, made possible a new principle of filtration—*three-dimension filtration*—and an oil filter cartridge of uniform, predictable performance.

Guarantee

Walker Oil Filters with *Laminar* construction are guaranteed against channeling, by-passing or migration of the filtering material.

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Makers of Walker Oil Filters, Exhaust Silencers, Jacks and Electric Lifts

"AMERICA'S FINEST OIL FILTER"

WALKER OIL FILTERS

WITH PATENTED *Laminar* CONSTRUCTION

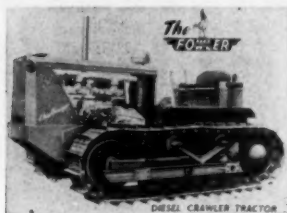
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TAKES OUT THE DIRT THE ENGINE PUTS IN



600—Diesel Tractors

The Fowler line of crawler diesel tractors and equipment is now being distributed in this country by John M.



H. Shline Co., 342 Madison Ave., New York 17, N. Y.
Manufactured in England, the line

ranges from a 20-horsepower model to a 95-horsepower model.

Want more information? Use coupon on page 136 and you'll get it!

Millions of motorists will see it in the **POST**

SCRUM
can stop your car!

**Clogging accumulation of scale, rust and oil muck in cooling system.*



For passenger cars. Regular twice yearly cleaning.



For bus, truck, tractor, and very dirty cooling systems.



Stops rust and corrosion. Keeps cooling system clean.



Repairs cooling system leaks—radiators, motor blocks.

WARNER's powerful spring advertising campaign in the *Saturday Evening Post* will help you build cooling system profits bigger than ever in 1951.

Be sure your dealers' stocks are complete... ready for the big spring radiator cleaning season.



WARNER RADIATOR PRODUCTS

WARNER-PATTERSON COMPANY
920 S. MICHIGAN AVE., CHICAGO 5, ILL.

601—Hydraulic Puller

The Power-Twin hydraulic puller, said to weigh less than ten lbs. and to develop 15 tons of power, has been placed on the market by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

The unit has a center hole that makes it quickly adaptable to all OTC pulling



systems now in use, a company announcement stated. The puller is 5½" high and the ram travels 2". Six feet of high-pressure hose, wire guards for hose and non-leak couplers are other features.

Want more information? Use coupon on page 136 and you'll get it!

602—Brake Guide

A brake-service guide for fleets to help operator reduce maintenance costs has been issued by Raybestos-Manhattan, Inc., P. O. Box 1021, Bridgeport 2, Conn.

The book includes chapters on basic fundamentals of brake service, use of oversize brake blocks and oversize roller cam followers, brake equalization, vacuum systems, compressed-air systems and similar topics.

Want more information? Use coupon on page 136 and you'll get it!

603—Valve Filter

The Clean Oil valve filter for Chevrolet cars and trucks is now being marketed by Wolfer Corp., Automotive Products Division, 3723 Wilshire Blvd., Los Angeles 5, Calif.

The filter functions directly on the overhead-valve system, replacing oil distributor assembly of the engine. Contamination and abrasive particles are filtered out of oil by micronite elements, the manufacturer stated, so valve stems are always lubricated with clean oil. The manufacturer recommends replacement of the filter element every 3,000 miles for trucks and every 5,000 miles for cars.

Want more information? Use coupon on page 136 and you'll get it!

A "Gold Mine" for refinishing...

Durabake PORTABLE INFRA-RED DRYER!

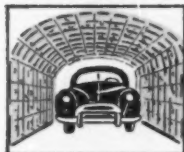
Here's a new greatly improved, drying unit that won't gather dust in your paint shop. Model 80-448, handling areas up to 4 x 4 feet, provides adequate coverage for complete panels—a "must" for today's requirements.

Yes, Model 80-448 is truly a "gold mine" for increased profits! By reducing paint drying time from hours to minutes, drying bottlenecks and "excuses" for late car delivery are eliminated.

The famous Fostoria "Evenray" gold-plated radiant wall feature gives even heat—no hot spots or costly rework! Approved by Underwriters' Laboratories, the unit operates on an ordinary 15 ampere 115-230 volt lighting circuit, operates in tight quarters, and is amazingly mobile. See it at your Jobbers or mail coupon today!



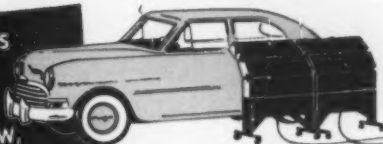
"Mobil-Dry"
Traveling Ovens



Stationary
Production Ovens



DURABAKE INFRA-RED UNITS
WILL BE DISPLAYED
AT THE
SOUTHERN AUTOMOTIVE SHOW,
LAKEWOOD PARK, ATLANTA,
MAY 10-13



For extra long panels on many newer cars, it's advisable to have two units. Special reduced price when purchased in pairs.

INFRA-RED
fostoria
SYSTEM

FOSTORIA PRESSED STEEL CORPORATION
FOSTORIA, OHIO

Dept. 9
FOSTORIA PRESSED STEEL CORPORATION
FOSTORIA, OHIO

☐ Please send me your latest brochure on Durabake Infra-Red Refinishing Units.

Name _____
Firm Name _____
Street Address _____
City _____ State _____

Please send me additional information on the following New Products described in the April, 1951, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No. _____ No. _____ No. _____ No. _____ No. _____

Name _____ Position _____

Company _____

Number and Street _____

City _____ Postal Zone _____ State _____

Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL,
806 Peachtree St., N.E., Atlanta 5, Ga.

**CHECKS
and
STRAIGHTENS
CONNECTING
RODS IN 1/4
THE TIME**

Lisle

ROD ALIGNER



Makes it Easy to Check
& Straighten all sizes
of connecting rods.

**THE Only
COMPLETE
ROD
ALIGNER**

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LISLE CORPORATION
BOX 1028, CLARINDA, IOWA

now distributed
exclusively
by Lisle

it's a good tool...it's a

GET IT FROM YOUR JOBBER

Lisle

604—Identification Lamps

Jetlined Rocket Lites, identification lamps that can be mounted in any combination to conform with local highway requirements, are now being produced by J. W. Speaker Corp., 3059 N. Weil St., Milwaukee 12, Wis. Of die-cast construction, the lamps have a rubber mounting pad to prevent water seepage and make the unit suitable for mounting to curved surfaces.

Want more information? Use coupon on this page and you'll get it!

605—Slip-Cover Pliers

Two pliers to speed slip-cover work have been placed on the market by Novelty Tool Co., Spencer, Mass. One has a jaw offset at 45° with spring opening. The other has a friction hold designed to grip and hold the hog ring, leaving both hands free to shape the cover to the seat.

Want more information? Use coupon on this page and you'll get it!

606—Air Sander

The Touch-Up air sander for straight-line sanding of metal, wood, plastic and composition is now being produced by Dupli-Color Products Co., Inc., 2440 S. Michigan Ave., Chicago 16, Ill.

Constructed of polished cast aluminum, it can be powered by compress-



ed-air tank, electric compressor or spark-plug compressor. It is supplied with 6' of hose, air connector and sandpaper refills.

Want more information? Use coupon on this page and you'll get it!

607—Tappet Folder

A folder describing the application of the adjustable valve tappets manufactured by Balkamp, Inc., Indianapolis 7, Ind., for Ford V-8 and Mercury engines is now available from NAPA jobbers.

Want more information? Use coupon on this page and you'll get it!

608—Oil-Seal Assortment

An assortment of 30 front-wheel oil seals, said to service most popular models now on the road, is now available from McCord Corp., Detroit 11, Mich. Seals for Ford, Chevrolet, Chrysler products, Studebaker, Hudson, Olds and Buick are included.

Want more information? Use coupon on this page and you'll get it!

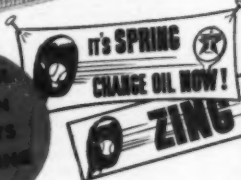


MILLIONS of MOTORISTS are being told...it's time to see their **TEXACO DEALERS!**

THE big Spring drive is on. All over the U.S. car owners are being impressed and reminded that the time is at hand to go to their *Texaco Dealers* for a Spring check-up.

Full color advertisements in the big magazines—reaching some 50-million readers. America's No. 1 TV show starring none other than Milton Berle and a galaxy of stars—telling more than 17-million televiewers every Tuesday night. Thousands of billboards from coast to coast—delivering some 31-million messages daily. Plus station banners, window streamers and stickers and direct mail promotion.

It all adds up to plenty of business plus extra service and TBA profits for *Texaco Dealers* everywhere.



*No wonder **TEXACO DEALERS** are such busy dealers!*

**A Great Line-up for
TEXACO DEALERS**

Sky Chief and *FIRE-CHIEF* GASOLINES
HAVOLINE and TEXACO MOTOR OILS • MARFAK CHASSIS
LUBRICATION • P T ANTI-FREEZE • REGISTERED REST ROOMS

609—Brake Catalog

An 80-page catalog on its lines of cylinders, fluid, repair kits, hoses, switches and tools for hydraulic brakes has been issued by Eia Automotive Corp., Middletown, Conn. Well illustrated, it contains numerical listings, application listings and interchangeability data.

Want more information? Use coupon on page 136 and you'll get it!

610—Rust Remover

Nu-Glo rust remover and metal cleaner, for use on chrome, copper, brass and other metals, has been placed on the market by Petajan Co., Box 910,

Milwaukee, Wis. It is said to be non-inflammable and harmless to metals, hands and fabrics. Sizes from 6 oz. to a gallon are available.

Want more information? Use coupon on page 136 and you'll get it!

611—Door-Lock Shim

No. 479 rotary door lock lug shim for Plymouth, Dodge, DeSoto and Chrysler cars has been introduced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

The shim holds door tight, eliminating rattle, and compensates for latch wear, a company announcement stated. It is made of spring bronze the proper thickness for take-up action. To in-



stall, it is driven over the bearing lug above the rotor with a hammer, as shown in illustration.

Want more information? Use coupon on page 136 and you'll get it!

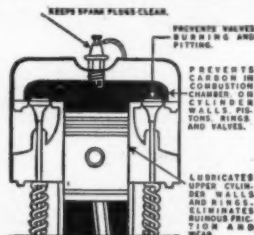
612—Radio Antenna

The Triple-Kwik radio antenna, designed for easy installation by one man, has been announced by National Electronic Manufacturing Corp., 4202 Vernon Blvd., Long Island City 1, N. Y. It is made of chrome-plated brass with three telescoping sections extending to 60". It is said to fit fender or cowl of late-model cars.

Want more information? Use coupon on page 136 and you'll get it!

613—Lubrication Booklet

A book on lubrication problems has been issued by Lubri-Gas, 221 N. LaSalle St., Chicago 1, Ill. It shows how



Lubri-Gas lubricates the motor through the fuel to give positive upper-cylinder lubrication.

Want more information? Use coupon on page 136 and you'll get it!

614—Equipment Catalog

A catalog on its line of "hot dipped" galvanized equipment for service shops has been issued by Dover Stamping Co., 24 Lake St., Somerville 43, Mass. It illustrates such items as measures, funnels, oil dispensers, radiator fillers, drain pans, tire testers and waste cans. The catalog is identified as No. 36.

Want more information? Use coupon on page 136 and you'll get it!

615—Lubrication Catalog

A 60-page catalog on its lines of automotive lubrication equipment, arranged in group-sequence for easy finding, has been issued by Aro Equipment Corp., Bryan, Ohio. Catalog 19 includes photographs of installations with floor plans and installation diagrams.

Want more information? Use coupon on page 136 and you'll get it!



CHAMPION LABORATORIES INC., MERIDEN, CONN., U. S. A.

See Our Exhibit — BOOTH Z-12

★SOUTHWEST AUTOMOTIVE SHOW★

OKLAHOMA CITY, OKLAHOMA, APRIL 26-29

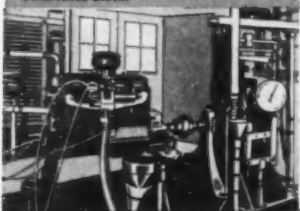


-Positive Oil Control -No Blow-by -Restored Power

K-Spun re-ring jobs leave your shop right; don't come back to cut your profits!



K-Spun is proved best!
IN THE LAB . . . Tests prove that K-Spun Rings are twice as strong as conventional ring materials, four times more resistant to combustion shock.



ON THE DYNAMOMETER . . . Engine tests show that K-Spun Rings provide a tight seal that keeps the full force of the explosion inside the chamber for full-power output for a longer time.



ON THE ROAD . . . K-Spun Rings have brought NEW LIFE to thousands of cars. And remember: K-Spun Rings are made especially for today's high-power engines.

You can't miss turning out better re-ring jobs, reducing comebacks, building your reputation and business—when you use job-proved Koppers K-Spun Piston Rings! Guaranteed against breakage for the life of the engine, they're the surest way to eliminate blow-by, restore power and provide positive oil control in car and truck engines! And they come in sets that are engineered for re-ring or re-bore jobs on *all* makes of cars!

Order K-Spun Rings today from your Koppers American Hammered Jobber. Make it a profitable practice to see him, too, whenever you have pistons to be resized. He has exclusive *Koppers Koetherizing®* which expands a set of pistons in less than five minutes, with permanent precision, for less than a dollar a piston! **KOPPERS COMPANY, Inc., Piston Ring Dept., Baltimore 3, Maryland.**

**K-Spun Promotion puts
NEW LIFE in Your Sales!**

Koppers' national advertising reaches millions of motorists in the *Post*, *Time* and *Newsweek* — plugs good car care — offers a free book to produce sales leads for you! Koppers' Sales Booster Plan gives you a book packed with helpful selling information, plus many sales pieces for you to use. It's all yours when you become a "Certified Engine Expert!" See your Koppers A-H Jobber for details!

Certified
Engine
Expert



616—Air-Equipment Catalog

A catalog on its lines of valve cores, air hose, couplings, valves, drain cocks, vulcanizers and other items has been issued by Acme Air Appliance Co., Inc., 100 Hinsdale St., Brooklyn 7, N. Y. It contains many diagrams and photographs, as well as specifications.

Want more information? Use coupon on page 136 and you'll get it!

617—Refinishing Equipment

A vinyl plastic cover to speed masking of cars and other refinishing tools and equipment are now being marketed by Pruden Tool Co., 310 W. 68th St., New York 23, N. Y.



The plastic cover has four overlapping flaps, permitting different portions of car to be exposed with minimum use of masking paper and tape. A portable sandblaster in three models with varying tank capacities, a G. P. socket hammer set and a plastic fender protector are other items announced by the company.

Want more information? Use coupon on page 136 and you'll get it!

618—Wiper Catalog

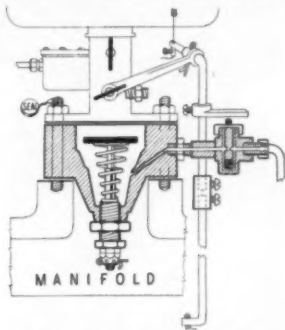
A catalog on its lines of electric windshield wipers and wiper parts has been issued by American Bosch Corp., Springfield 7, Mass. Dual models for under-cowl mounting on a number of popular cars and trucks are included for the first time. Full application and interchangeability lists are included. A number of diagrams are given.

Want more information? Use coupon on page 136 and you'll get it!

619—Truck Governor

A suction-type governor for trucks has been developed by Surgless Governor Co., 411 N. E. 28th St., Miami, Fla.

The speed-control valve is constructed like an intake or exhaust valve in the engine. As the engine speeds up,

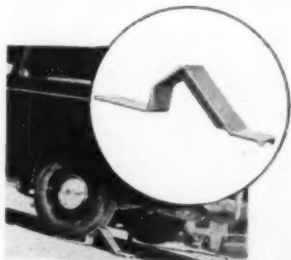


the valve is drawn down into the tapered bore of the aluminum castings. The speed is adjusted by raising or lowering the valve in the tapered hole. The automatic spark control is an external valve.

Want more information? Use coupon on page 136 and you'll get it!

620—Wheel Chock

A wheel chock for cars, trucks and other vehicles, featuring oblique corner spurs that are driven into the surface on which vehicle rests by the pressure



of its own weight, has been announced by National Dunnage Co., P. O. Box 4664, Dallas, Texas.

The Peyton Spur cleat, as it is called, can be applied quickly and can be locked to wheel of vehicle, if desired. In addition to keeping vehicles from rolling, it can be used to strengthen floorboards and decking of vehicles.

Want more information? Use coupon on page 136 and you'll get it! (More New Products on page 143)

Cash in NOW on...

NIEHOFF

warranted
ignition and hydraulic brake parts

Invitation
See these two complete major
lines for servicing cars and
trucks of every make and model
Southwest Automotive Show
Oklahoma City, April 26-29, 1954



NIEHOFF is building steadily-increasing demand through big, consistent advertising in *The Saturday Evening Post*.

NIEHOFF quality and precision-engineering is guaranteed by a 90-day or 4,000 mile warranty.

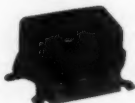
Visit us at the Show and get full details on making your shop a Niehoff Profit Center!

Niehoff service stocks for every need, for every size shop

C. E. NIEHOFF & CO.
4925 LAWRENCE AVENUE, CHICAGO 30, ILLINOIS

BRANCHES: BOSTON 34, MASS., 254 Brighton Ave.
LOS ANGELES 13, CALIF., 1330 W. Olympic Blvd.
NEW YORK 19, N. Y., 250 W. 54th St.

NIEHOFF Warranted Ignition



You can get extra sales on one car out of three during **GENERAL ELECTRIC'S AUTO LAMP DRIVE!**

Here's all you have to do:



1. CHECK UP!

Check lights of every car left for Spring changeover. Actual sales test last Fall proves that one car out of every three needs a lamp replacement.

2. JOT DOWN!

Use G-E snap-on memo card for marking down burnouts and bringing them to customers' attention. Slips onto steering wheel, is a proven sales-clincher.



3. RING UP!

G-E's Spring Auto Drive means extra sales for every dealer who ties in. Drive lasts from March 1 to April 30 and the sale possibilities are bigger this year than ever! Be sure you get in there to get your share!

Here's how General Electric helps you do it:



ADVERTISING

General Electric auto lamp advertising will appear in the Saturday Evening Post, Colliers, Popular Science, and Popular Mechanics. Also on the Fred Waring TV Show.



POINT-OF-SALE MATERIAL

Point-of-sale materials include lamp-holder, posters, lamp guide, snap-on memo card, sales booklet. All free. Aiming screen for \$2.50.

GENERAL  ELECTRIC



skilled hands *Guard Filko Quality!*

Skilled hands add the master touch to the precision and capacity of giant presses and modern machinery. Special techniques, developed through 27 years of ignition parts manufacturing, assure the "Crown Jewel" qualities which characterize Filko Ignition Parts. Every step in the manufacturing process is carefully controlled, carefully guarded and inspected by the skilled hands of Filko Craftsmen. The net result is a product built to give extra years of dependable service and satisfaction.

F. & B. MFG. CO., 4248 W. Chicago Ave., Chicago 51, Ill.
Warehouses in Los Angeles, San Francisco, Fort Worth,
Houston, New York, Boston, Atlanta, Toronto.

Filko

"the Crown Jewels of Ignition"

contact sets • caps and rotors • coils • condensers
brushes • graphite bronze bearings • switches
cut-outs • relays and regulators

Precision Built by Ignition Specialists

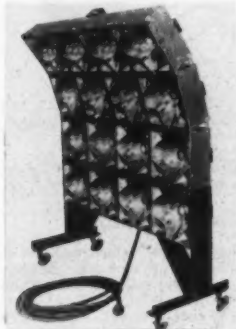
G-5503

More New Products

(Continued from page 140)

621—Infrared Dryer

The 1951 Durabake line of infrared drying equipment, featuring a portable dryer and two improved ovens, has been announced by The Fostoria



Pressed Steel Corp., Fostoria, Ohio. Model 80-448 will handle areas up to 4' by 4' and is easily mobile. The unit can be used on 15-ampere, 115-230 volt circuits, a company announcement stated. The Mobil-Dry traveling ovens feature gold-plated radiant well and are more compact than previous models.

Want more information? Use coupon on page 136 and you'll get it!

622—Car Polish

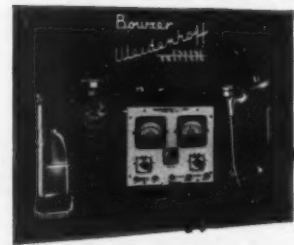
An improved "Venus" polish containing "For-Sil" has been placed on the market by R. M. Hollingshead Corp., 840 Cooper St., Camden 2, N. J.

The protective film produced by the new ingredient is said to be resistant to climatic conditions for an extended period. The compound both cleans and polishes in one operation, a company announcement said. It is available in pints and gallons.

Want more information? Use coupon on page 136 and you'll get it!

623—Test Instruments

A set of five portable instruments for making 25 checks on engine and electrical system has been announced by



Joseph Weidenhoff, Inc., 1302 E. Creighton Ave., Fort Wayne 2, Ind.

Want more information? Use coupon on page 136 and you'll get it!

624—Tin Snips

Duckbill tin snips that cut straight, circular or irregular shapes have been added to the line of Herbrand Division, The Bingham-Herbrand Corp., Fremont, Ohio.

The duckbill shape of the blade is said to permit cutting of clean curves without bending the metal. The snips have a thin cutting edge and handles are designed to give strong leverage ac-



tion. They are available in 7", 10" and 12" lengths.

Want more information? Use coupon on page 136 and you'll get it!

625—Chamois Cleaner

A compound for removing grease, grit and grime from chamois has been placed on the market by R. M. Fryer Co., 4615 Mt. Vernon, Houston 6, Texas.

Star Chame-Clean, as it is called, is added to the water in the chamois barrel. It is said to keep grease suspended in the water so it will not re-deposit on the chamois and cause smears on the windshield glass.

Want more information? Use coupon on page 136 and you'll get it!

THE **Anthes** LINE

NEW MIRRORS

4" x 8" rectangular head with heavy bracket and strap. Universal bracket for hinge or body mounting. Complete unit, No. 1270-S as shown here with the patented Anthes 1281 Strut.

Rugged fender mounting mirror, available with two inch (No. 1283) or six inch (No. 1286) head.

Mirror rides in rubber. Full rubber cushion prevents steel to glass contact anywhere. Reduces breakage and is waterproof, dust-proof. Mirror glass is easily replaceable. Anthes round and rectangular heads both use this principle.

These new Anthes mirrors are designed and made to be worthy members of the Anthes line. Extra ruggedness and longer service are the result of these extra features: 1. The glass rides in soft, embracing rubber at all contact points. 2. Improved heavy steel brackets—universal for hinge or body mounting. 3. Equipped with the patented Anthes strut arm. On your next order for Anthes Safety Equipment include Anthes mirrors, too. They will serve you well. Write today for the new Anthes catalog.

ANTHES POWER CYCLE CO.

5001 MADISON, U.S.A.

Anthes

THE FIRST LINE OF SAFETY

... and proud to serve the safest drivers on the road!

626—Spring-Steel Nuts

Two Speed Nuts, one for replacing the conventional machined brass nut for attaching spark-plug wires and the other a push-on type for the oil baffle, have been added to the line of Tinnerman Products, Inc., Dept. 14, Box 6688, Cleveland 1, Ohio.

The nut for spark plugs is turned down on the threaded plug terminal. Annular grooves at the top of both spring arms are said to permit quick attachment.

The push-on type for oil baffle has two small spring arms that snap into holes in the baffle, making the fastener self-retaining, a company announce-

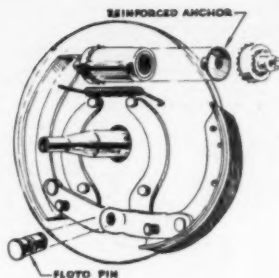
ment stated. It is made of heat-treated spring steel, .002" thick.

Want more information? Use coupon on page 136 and you'll get it!

627—Brake Energizer

An improved Floato brake energizer for Chevrolets from 1936 through 1950 has been announced by Boyle Distributing Co., 942 S. Boyle Ave., Los Angeles 23, Calif.

The combination of the reinforced anchor and patented pin is said to give self-centering, self-energizing action to brakes and to apply even pressure to all shoes instantly. The unit can be installed quickly without drilling, cutting or reworking. Three hardened



steel balls operate against a spring-loaded steel wedge to give proper suspension in center, according to a company announcement.

Want more information? Use coupon on page 136 and you'll get it!

628—Cylinder Kits

"Christie type" wheel-cylinder repair kits, packaged in a counter-display carton, are now available from Thermoid Co., Trenton, N. J.

The repair kits will replace parts in older Chrysler-built cars that were not factory equipped, a company announcement stated. Each kit is packed in a sealed container and contains instruction sheet. The carton contains 12 front-wheel and 12 rear-wheel kits for cylinder repair.

Want more information? Use coupon on page 136 and you'll get it!

629—Sealing Compound

Met-L-Seal, an ionized iron compound that seals cracks in motor blocks and heads, has been introduced by Vernick Manufacturing Co., 2531 E. Davison, Detroit 12, Mich.

The compound can be poured into radiator without disconnecting hose or thermostat. After it has circulated through the cooling system, it is drained out. The fine-mesh particles of iron are oxidized as they enter the engine cracks.

Want more information? Use coupon on page 136 and you'll get it!

630—Brake Bulletin

An eight-page news bulletin describing developments in the brake-lining industry has been issued by Gatke Corp., 228 N. LaSalle St., Chicago 1, Ill. It includes discussions of the Duz-All system, Mileage Matched brake-block sets, ABC tapered brake-block design and similar subjects in the brake-lining field.

Want more information? Use coupon on page 136 and you'll get it!

631—Truck Door

An overhead door for trailers, operating on the same principles as overhead garage doors, has been announced by R. L. Taylor National Sales, 12480 Evergreen, Detroit 28, Mich.

The door fits between the posts and recedes completely into trailer when opened. The hardware mechanism is spring operated and is said to require little effort to open.

Want more information? Use coupon on page 136 and you'll get it!

One Quick Sale leads to another

when you handle the

COMPLETE PARKO LINE!

57 proven, fast selling, profit-building products... each laboratory developed to the highest standard of quality... each a recognized leader in its field! Just set up a sample display and watch it move. New customers and plenty of repeat order business right from the start! You'll be amazed at how one sale quickly leads to another when you handle the complete PARKO Line! So join the PARKO Profit Parade... write today for the complete PARKO profit story!

Parko World's largest manufacturer of rubbing and polishing compounds.

PARK CHEMICAL COMPANY

8074 MILITARY * DETROIT 4, MICHIGAN

THE MAGNET



Profitable Filter and Cartridge Sales COME TO YOU When You Display the WIX Merchandiser....

The sensational WIX Merchandiser Cabinet is the powerful sales magnet that PULLS filter service profits to you! Everything you need to make these fast, frequent sales is right at your fingertips... a lively stock of WIX Replacement Cartridges—with the great new filtrant WIXITE, Identification Chart to spot the filter on the car you're servicing, Price List and Catalog—ALL in ONE complete, sales-quick unit! Even a shelf for your canned oil. Put this strong selling force to work for you... it draws attention and attracts sales.



Look for us at the
SOUTHWEST
AUTOMOTIVE SHOW
in the Zebra Room
Booths 28-39-40-41

wix



OIL FILTERS CARTRIDGES

WIX ACCESSORIES CORP'N.

GASTONIA, N. C.

CANADIAN FACTORY: WIX ACCESSORIES CORP. LTD., 11 Wabash Ave., Toronto 3, Ont.

Jobber News

(Continued from page 81)

office was established in room 316 of the Municipal Auditorium in Oklahoma City, with Mrs. Helen Trullinger in charge; and until show business demanded her presence in Oklahoma, Mrs. Helen Bumpus, Johnson's secretary, was to administer affairs in the Dallas office.

Meeting in Oklahoma City, directors were confronted with one distressing circumstance: Thou-

sands of large, round badges that had been used for years have been utterly lost. Directors decided that because of expense and time elements, no effort would be made at replacements. Instead the small, convention-type holder, admitting a small card, colored for identification of jobber, manufacturer and so on, will be used this year.

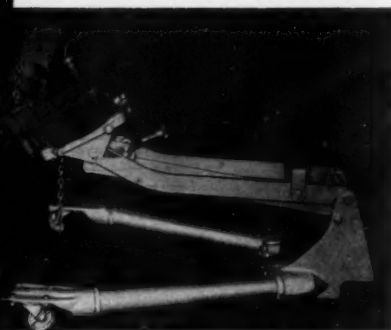
Directors also appointed a new member of the show committee, headed by Ben Wright of Oklahoma City. Dan T. McGlasson,



Roland Whitehurst, vice-president in charge of sales for The Electric Storage Battery Co., has been named a director of the firm. He joined the company 43 years ago as an office boy. For 20 years he was manager of the Washington branch office.

AEROL

**MOST VERSATILE
UNIT LIFT BUILT
AT A PRICE
YOU CAN AFFORD**



AEROL LIFT (floor model) holds unit securely even in tilt position.

**REMOVE
INSTALL
POSITION**

TRANSMISSIONS
DIFFERENTIALS
GAS TANKS
SPRINGS
CRANKCASES
DRIVE LINES
UNIVERSAL JOINTS

AXLES
MOTORS

Do any under-chassis job—faster and easier—with the AEROL LIFT. The AEROL LIFT is built for quick, one-man operation—handles the heaviest truck transmission—or the lightest unit. Brings units to bench height (37"). Hydraulic jack removable for use when AEROL LIFT is not needed. Order the floor model or the 2-post hoist model.

THE CLEVELAND PNEUMATIC TOOL CO.

Automotive Division

3775 E. 77th Street Cleveland 5, Ohio

Please send me more information on the AEROL LIFT.

NAME

ADDRESS

Send
for
Catalog
Today

Raybestos Division, retired to his farm and Glen Quyle of Oklahoma City, Thompson Products, was named in his place.

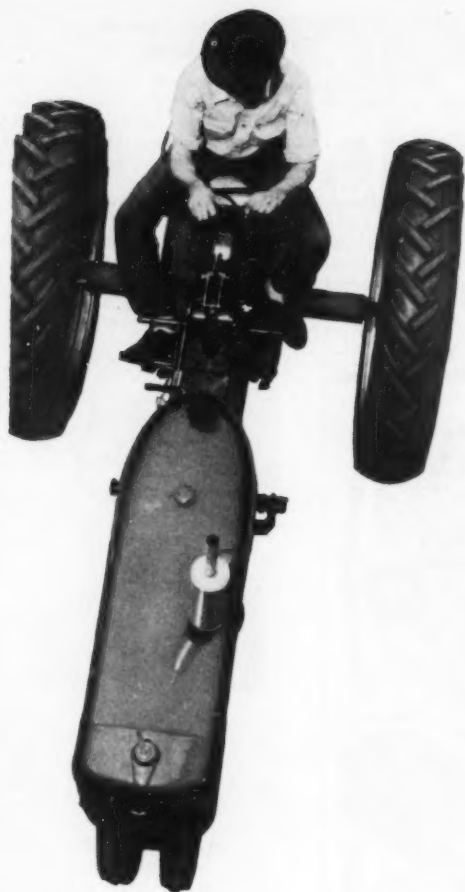
Other members of the committee are Everett George, Dallas, Walker Manufacturing Co.; A. F. Grey, Tulsa, Alemite Co. of Oklahoma; Joe S. Owens, Enid, Owens Supply Co., and Gar Puryear, Tulsa, Standard Parts Co.

In addition to Vick and Kline, officers of the show are D. L. Naylor, first vice-president, Auto Spring and Supply Co., Wichita Falls, and T. C. Garrett, second vice-president, Ashby-Garrett Auto Supply, Dallas.

Manufacturers' representatives or agents on the board include H. M. Cree of Dallas, manufacturers' agent; Fritz Keller of Fort Worth, manufacturers' agent; W. Franklin Meyer of Houston, Hastings Manufacturing Co.; H. Gordon Payne of Dallas, manufacturers' agent, and J. B. Sampson of Houston, manufacturers' agent.

Jobber members are Claude W. Boutte, Rapides Auto Supply, Alexandria, La.; J. B. Cook, J. B. Cook Auto Machine Co., Little Rock; C. H. Mountjoy, The Mountjoy Co., San Antonio; John Reynolds, Straus-Frank Co., Houston; Stanton Thatcher, McDonald Auto Supply Co., Amarillo, Texas, and James L. Turner, Standard Motor Products, Inc., Oklahoma City.

One reason for prediction of heavy attendance lies in the fact the show will distribute a number of highly attractive attendance



THERE'S PROSPERITY ON WHEELS . . .

in the Southland . . . Served Best by

FARM AND RANCH

**SOUTHERN
AGRICULTURIST**

The NEW agricultural South . . . land of plenty and prosperity . . . has more new trucks than any other section of America, showing a 187% gain during the past decade. And since 1940, 1,800,000 more automotive units (automobiles, tractors and trucks) have been added to Southern and Southwestern farms and ranches.

That kind of prosperity on wheels puts the NEW SOUTH in the market for tremendous amounts of gasoline, oil and new parts. There's money to be made—millions of dollars—in servicing the automotive needs of the mechanized South!

During 1950 Farm & Ranch-Southern Agriculturist gave advertisers better results than any other single advertising medium . . . it's the magazine read by more Southern and Southwestern farm and ranch families than any other magazine of any kind. This means cash in your pocket . . . *more* automotive sales and repair jobs for you . . . when the products you sell are *pre-sold* for you through the pages of Farm & Ranch-Southern Agriculturist!

**FARM AND RANCH
PUBLISHING COMPANY**

318 Murfreesboro Road • Nashville 10, Tenn.

**CIRCULATION
GUARANTEE
1,290,000**



prizes, including television sets. Sponsors have been supplied with registration cards for their eligible customers, who will be admitted between 2 and 9 p. m. week days and all day Sunday.

"Get It from Your Jobber" is the show theme and the show follows its usual pattern in one respect, which has strong appeal—10 a.m. to 2 p.m. on the first three days of the show is reserved for sales conferences.

Another advantage in Oklahoma City is location of the Muni-

cipal Auditorium, within walking distance of any down-town hotel. And the auditorium contains a number of rooms that can be available for meetings of from 25 to 50 persons.

The traditional kick-off banquet is again a feature, being scheduled for the evening of April 25 in the Skirvin Tower Hotel, with Art Briese, "America's Knight of Satire," the principal attraction, along with other entertainment features to be revealed by the committee later.

"Bob" Rager Joins Tuttle Company

L. D. TUTTLE, president of the L. L. Tuttle Co., manufacturers' agents of Dallas, Texas, has announced the appointment of R. L. "Bob" Rager as assistant to the president.

Rager will continue to live in Dallas and will, in addition to his executive duties, travel north Texas and Oklahoma.

Rager was identified with the Tuttle company for a number of years before he entered business with J. C. Cole under the name of



Mr. Rager

the R. L. Rager Co. Cole has acquired Rager's interest in the business and will continue to operate it under the name of the R. L. Rager Co., Tuttle said.

Don Clardy, who had been traveling north Texas and Oklahoma for Tuttle, becomes supervisor of industrial sales for the Alemite Co. of North Texas, another Tuttle interest.

B-38 Plans Dinner Meeting

"We are trying out a new idea, dinner and bingo following the directors' meeting each month," R. H. MacLennan, chairman of the publicity committee of "Dixie" Automotive Booster Club No. 38 at Birmingham, Ala., reported. "Our first affair of this kind was quite a success. In the future the entire membership and their wives are to be invited."

Hal Miller, general manager of Womwell Automotive Parts Co., Lexington, Ky., and Roy F. Adams, field sales manager, attended the Research Club meetings in Chicago recently.

ADD-A-BINS
SERVICE ASSORTMENTS
GARAGE ASSORTMENTS
READY PARTS • CLUTCH PARTS
CLUTCH BEARINGS AND
FOAM ASSEMBLIES
EXPANSION PLUGS
WOODRUFF KEYS
HUB BOLTS
MACHINE SCREWS • NUTS
SOCKET SET SCREWS
STOVE BOLTS • WASHERS
SOCKET WRENCH POUCHES
CONNECTING ROD BOLTS
FINISHING WASHERS
CAP SCREWS • COTTER PINS
CLEVIS PINS
CARRIAGE BOLTS
LICENSE PLATE BOLTS
LOCK WASHERS
VALVE KEYS AND SEATS
WATER JACKETS
FIBRE COPPER AND SPACING
WASHERS
SPRING CENTER BOLTS
STAR WASHERS • NUT LOCKS
BRAKE AND COM-
PRESSION SPRINGS
DRAIN PLUGS
CHOKE CONTROLS AND
WIRE
BRAKE YOKES
DOOR LATCH SPRINGS
BATTERY BOLTS
FUEL LINES
BRASS FITTINGS
COPPER TUBING
AXLE NUTS
SPINDLE NUTS
PINION NUTS
DRIVE SHAFT NUTS
STRAIGHT AND
TAPER PINS
PAL NUTS
PISTON PIN LOCK
RINGS
TRANSMISSION LOCK
RINGS • RIVETS
RUNNING BOARD BOLTS
STARTER PARTS
RADIATOR CAPS • STUDS
STUD NUTS • AXLE KEYS

Over
Fifty Seven Hundred
DORMAN
products

The Quality Line That's Easy to Find

DORMAN PRODUCTS Inc.
CINCINNATI, OHIO

See us in Oklahoma City at Booth No. A-168

DEALERS KNOW...

*Original Equipment
is the Answer to
Spark Plug Sales*



RESISTOR

Offers car owners new advantages found only in automotive type spark plugs with built-in resistors. Original equipment on many leading makes of America's finest cars.



STANDARD

Ignition engineered by ignition engineers for unsurpassed performance. Specified as original factory equipment by leading manufacturers of cars, trucks and tractors.



TRANSPORT

Lugged construction and aircraft type insulator combine to give lowest cost per mile of spark plug operation. Built to rule it... another Auto-Lite original factory product.

AUTO-LITE SPARK PLUGS

ARE ORIGINAL EQUIPMENT ON
MILLIONS OF CARS, TRUCKS AND
TRACTORS IN USE TODAY. THIS TRE-
MENDOUS READY-MADE MARKET IS
YOURS WHEN YOU SELL AUTO-LITE.
SEE YOUR JOBBER TODAY.

THE ELECTRIC AUTO-LITE COMPANY

Toledo 1, Ohio

Merchandising Division

Toronto, Ontario



The delivery trucks of Mills-Morris Co., Memphis, Tenn., are bright traveling billboards these days. Signs for key lines, measuring 21" by 44", are used on both sides of the trucks. "The signs have created an unusual amount of interest and the use of them has had its effect in increasing sales," said Leo R. Jalenak, treasurer. "We plan to alternate these signs every 60 days for our different key lines."

Choldun Appoints Four Southern Agents

CHOLDUN Manufacturing Co. has appointed four representatives for the Southeastern and Southwestern territory, according to Everett S. Heyman, general sales manager.

They are: Fritz Keller, Inc., of Dallas, Texas, for Texas, Oklahoma and Arkansas; William C. Kitchens of Atlanta for Georgia, North and South Carolina and eastern Tennessee; Wood Sales Co. of Birmingham, Ala., for Alabama, Mississippi, Louisiana and western Tennessee; and Frank Libby Co. of Kansas City, Mo., for Missouri and Kansas.

Auto-Lite Names District Men

Adolph J. Koch has been placed in charge of the Louisville, Ky., district of The Electric Auto-Lite Co. John E. Hopkins has been appointed territory representative in the Oklahoma City district for the Merchandising Division.

Cain Goes to Jacksonville

McDuff Cain, who had been working out of Atlanta for Hastings Manufacturing Co., has been appointed manager of the Florida territory, succeeding the late Hilliard Phillips. He will headquarter at Jacksonville.



AUTO GAS DOOR GUARDS

PROTECTS FENDER FINISH • BEAUTIFIES YOUR CAR • EASILY INSTALLED
NO DRILLING REQUIRED • CUSTOM STYLED TO FIT EACH CAR



Richlite TRIPLE PLATED



FREE DISPLAY BOARD

Easily installed — no hole drilling required . . . made of No. 20 gauge steel and beautifully finished with the famous Richlite Triple Plate. Write for catalog sheets illustrating our complete line of 16 numbers to fit every car.

Free Display Board is rigid all metal construction in three beautiful colors — red background with black on white trim . . . has easel for counter use and holes for wall mounting. Size 18 3/4" wide x 12" high.

No.	Description
800	Buick 1941-50
801	Chevrolet 1949-50
802	Chrysler 1950
802	DeSoto 1950
802	Dodge 1950
811	Ford 1941-48
802	Ford 1949
812	Ford 1950

No.	Description
815	Hudson 1948-51
800	Kaiser Frazer 46-50
819	Kaiser Frazer 1951
823	Lincoln-Merc. 49-50
827	Lincoln Cosmo. 49-50
831	Nash 1950
800	Oldsmobile 1941-48
801	Olds. (76-88) 49-50

No.	Description
835	Olds. (98) 1948-49
836	Olds. (98) 1950
843	Packard 1948-50
802	Plymouth 1950
847	Pontiac 1941-48
848	Pontiac 1949-50-51
	Chevrolet 1951
853	Studebaker 1946-51



No. 328

DUAL ROCKET Exhaust Deflector

Has a universal clamp and is easily attached to all cars with bolts and nuts furnished. Tubes are made of heavy gauge wall tubing and triple plated with copper, nickel and chrome. Length 9 1/2".



No. 318

ROCKET-GLO WITH STIMSONITE JEWELS

Two rocket design with STIMSONITE Jewels which glow in the dark. Finished with the famous Richlite Triple Plate. Universal clamp — fits all cars. Length 7", width 4 1/4".



No. 319

JET GLO Exhaust Extension

This new porcelain enamel red ring will stand a temperature of 1600° Fahrenheit — Will Not Burn Off. Finished with the famous Richlite Triple Plate. Length 7", width 3 1/4".



MANUFACTURING COMPANY
2326 INDIANA AVE • CHICAGO 18, ILL.



Ring Controlled* Power...

FOR POSITIVE BUT GENTLE ACTION!

A new standard of ride control is being set by Gabriel's new Hydr-O-Shox! At all speeds . . . at all driving temperatures, Gabriel's revolutionary new ring-controlled piston design successfully absorbs sharp compression and harsh spring rebound. Throughout all riding conditions, Hydr-O-Shox provide firm action . . . not harsh

. . . not soft . . . but positive and smooth. Hydr-O-Shox are your answer to the insistent demand of motorists for better riding and easier car handling. Stock and sell Hydr-O-Shox and customers come back smiling.

THE GABRIEL COMPANY
Cleveland 3, Ohio



* Patents referred to herein are Gabriel Patent Nos. 2,349,007, 2,394,354, 2,396,227. Other Patents Pending.

GABRIEL HYDR-O-SHOX

ANTENNAS • THERMOSTATS • COIL SPRINGS • FLEXIBLE TUBING • HELPER SPRINGS • METALUME & "CELASTIC"

SOUTHERN AUTOMOTIVE JOURNAL for APRIL, 1951

Just How Scarce Are Parts? Answers Reveal the Market

"Is THE demand for scarce items greater or less than a month ago?"

That question went to 300 jobbers over the South last month. The responses varied considerably. Twenty-five per cent said the demand was less. That same percentage reported no change in

the situation. But 50 per cent reported greater demand in widely-varying degrees.

Take a few sample comments to illustrate the variety of replies:

Calhoun H. "Coonie" Young, president, Young Parts & Supply Co., Fort Lauderdale, Fla.—"Our customers do not express interest

in what items may or may not be scarce. We suggest that purchases be made on turnover and what is needed, rather than commence speculating in what may become short.

"There has been no one up to date to tell us that they are in position to pay for more merchandise than is obtainable. If you see any such characters, please refer them to us."

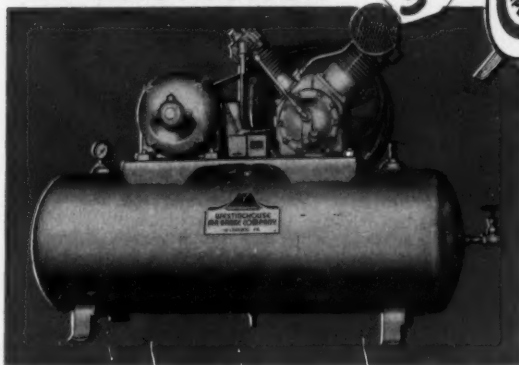
That's one which could be classified in the "less demand" or "no change" column. And then this one:

Roscoe E. Cox, owner, Cox Auto Supply Co., Booneville, Ark.—"There is less demand for scarce merchandise now than there was 30 days ago. However, business is about the same as last year." (A number of wholesalers added this last sentence in their comments.)

Representing the majority reports were such answers as these:

Bob Phelps, secretary-treasurer, Phelps-Roberts Corp., Washington, D.C.—"It is much greater. Our back-order files are starting to bulge, and at the rate they are growing it won't be long before we have a major back-order handling problem just as we did

Hit the Bull's-eye with THREE POINTS OF PROTECTION



Westinghouse Air Brake Company "Y" Compressors

It's rugged and husky, made for continuous duty, two-stage air cooled, has automatic start and stop, multiple V-belt drive, fully enclosed crankcase, and ASME-standard tank . . . PLUS these important extra features that ban the biggest hazards to compressor life.



CONTROLLED PRESSURE LUBRICATION. Exclusive with the "Y", the lubrication system is powered by a positive, over-running oil pump that starts when the compressor starts, forces a continuous flow of oil to all moving parts. A ball-relief check "meters" the oil flow.



LOW OIL LEVEL PROTECTION. Another "Y" exclusive feature. An interlocked starting unloader prevents compressor loading until rated speed is reached, and unless oil is at proper level. If level drops during operation, the compressor immediately unloads.



THERMAL OVERLOAD PROTECTOR. This device is standard equipment, at no extra cost, on the "Y". Current is automatically cut off if motor overheats for any reason.

Westinghouse "Y" Compressors come in a range of sizes, with 1½ to 10 hp electric motors, and displacements of 7.4 to 41.5 cfm. Gas engine driven tank units can be furnished. Ask for Bulletin IDC 9302-3.

Westinghouse Air Brake Co.



Industrial Products Division . . . WILMERDING, PA.

Customer Allowed One B-O Per Item

"With us, the demand is MUCH greater," reported President Clarence C. Erskine of Automotive Electric Co., Johnson City, Tenn.

"Our own observation is that once an item becomes scarce, the people become frantic and try to get a year's supply in their next order."

"We find that each time around, these same folks keep giving our salesmen orders for the same items, and our back-order clerk is working overtime."

"Therefore, we have had to adopt the policy of placing only one back order per item per customer, which we believe is the only fair basis for equal distribution of these scarce items."

MONKEY GRIP



"The World's Best"

TIRE & TUBE REPAIR MATERIALS AND AUTOMOTIVE RUBBER PRODUCTS



**"Blunt Diamond"
SIZZLE PATCHES**
With "Filler Tabs." Also all
sizes of clamps and motorists'
kits.



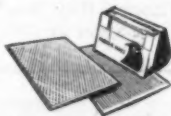
**"Feather Flex"
TIRE REPAIRS**
Blunt Diamond shape to
reduce bumping. All sizes, 4
inches to 16 inches.



**Self-Vulcanizing
COLD PATCH**
All sizes of Tube Repair Kits
for shop and car.



**Electrical & Automotive
FRICTION TAPE**
Non-ravelling, firm gripping.
Attractively packaged.



**Auto and Utility
RUBBER MATS**
Two popular designs. Five
beautiful colors. Three sizes.



RUBBER CEMENT
For all Tire and Tube Repair
needs. Also, Gasket Cement.



RADIATOR HOSE
For all Automotive require-
ments. Curved, straight and
specification.



FAN BELTS
Rayon Cords. Best construc-
tion. Fits all automotive needs.



TRUCK SPLASH GUARD
Extra strong, moulded rub-
ber. Prevent rock and mud
throwing.



See **MONKEY GRIP** at the
SOUTHWEST AUTOMOTIVE SHOW
Municipal Auditorium, Oklahoma City • April 26-29

BETTER MONKEY GRIP CO.

Partnership of L. M. Everett and Sons
5320 HARRY HINES BLVD. DALLAS, TEXAS

during the last war."

G. K. Linkhous, owner, Link's Danville, Va.—"It's greater. A lot of war-time customers who had deserted us during the last few years are beginning to call for scarce items. We feel like telling some of them to go to H——, but we don't!"

A sign of the times for some localities:

Auto Parts Co., Topeka, Kan.—"We have an Air Force supply depot and air field being reopened. Probably caused heavier buying on the part of dealers. At least they are keeping up their stocks better than a year ago."

Of course the shortage of basic materials—steel, rubber, copper, tin, etc.—accounted for short supplies of front-end parts, gaskets, spark plugs and the like. National Production Authority officials were expected to see that adequate replacement parts were allowed to be manufactured, with the prospect that a Controlled Materials Plan would be operating by July 1 to assure this.

Among replies received were:

Paul D. Tourne, Sr., owner-manager, Tourne's Auto Parts,

Bay St. Louis, Miss.—"Less demand. Tires, for example."

Clyde Bassett, sales manager, Auto Spring & Supply Co., Wichita Falls, Texas—"Demand is about the same as a month ago."

Bruce B. Cameron, partner, MacMillan & Cameron, Wilmington, N. C.—"Demand is less. We are receiving most items in necessary quantities. While our sales are 50 per cent greater than last year, we do not believe consumer demand is up over 25 per cent. Our inventory is about double a year ago and from here on out we will probably reduce it."

Miss Christine Watson, bookkeeper, Automotive Parts Co., Texarkana, Texas—"Not too much difference, but leaning toward scarce side."

Charles E. Kennard, manager, Coiner Parts Co., Staunton, Va.—"The demand for scarce items is greater today than a month ago, especially on tires. We have found that some of our accounts who have never sold our tire are doing everything humanly possible to get us to make even a token shipment, although they would not give our tire space in their place

of business during normal times. We are refusing this business in a diplomatic way, even when we are in position to ship on a partial basis. We are trying to remain loyal to our regular customers who try to stock at all times a representative inventory of the tire we sell."

M. S. Church Auto Parts Co., Pulaski, Tenn.—"During June, July and August the demand for so-called 'scarce' items reached a high point, and since that time has gradually tapered off until it is no longer a factor."

W. M. Padgett, president, Southwick Automotive, Inc., Topeka, Kan.—"It is getting greater. If all manufacturers would allocate, it would help."

A. B. Blair, president, Blair Motor Supply Co., Clarksburg, W. Va.—"There has been no let-up in the past four months in the demand for scarce items."

R. A. "Dick" Nix, buyer, Jenkins Automotive Parts Service, Columbia, S. C.—"About the same. It all depends on how many jobbers and dealers run out of the same item at the same time. A lot of these so-called 'scarce' or



Gives Complete GLARE PROTECTION with UNRESTRICTED VISION at all times!

FILTERZONE, the State-Approved Inside Car Visor is sales-tested and accepted by leading car and truck manufacturers. Only the ORIGINAL "FILTERZONE", made of genuine "PLYOTRON" is quality-tested and is self-adhering—no tools—no screws—no bolts—no adhesives. A few models to fit most cars and trucks. No obsolete numbers. FILTERZONE turns over fast—sells on sight—keeps cash registers ringing. Attractively packaged—cleverly merchandised.

Write for information and COMPLETE JOBBER PROTECTION Plan

Represented in the South by

CHANEY CO.
Box 3331, Charlotte, N. C.
H. J. TUTTILL
24 31st Street, Savannah, Ga.

ALAN SALES CO.
429 S. 20th Street, Birmingham, Ala.
RALPH E. RUSSELL CO.
8738 Canyon Drive, Dallas, Texas

A MUFFLER FOR EVERY CAR

BALANCED EXHAUST SYSTEMS
by Douglass

A Leader in Sales...



America's Fastest Selling Muffler!

Carefully engineered for "simple and quick" installation. Avoid special equipment or excessive labor costs. Every muffler manufactured from the finest materials available for long lasting durability and service.

Write for complete 1951 Dealer Plan:
"MAXIMUM MUFFLER PROFITS"

Immediate Delivery!! **DOUGLASS MUFFLER MFG CO**
Dept. SA-4, 1916 West Valley Blvd., Alhambra, California

'scarce' items are not as scarce as some of all types of salesmen would have everyone believe. That word 'scarce' is a poor alibi for any salesman."

O. Leon Montgomery, vice-

Salesmen: Better Not Underestimate Him!

Commented Sales Manager C. W. Harvey of Hickory Auto Parts, Inc., Hickory, N. C.:

"The demand for scarce items is still as great, if not greater, than it was a month ago. Products such as tires or items with copper as the main product, or sheet metal, continue on the 'must' list. However, the average business man is not going overboard by trying to buy up anything and everything that comes along. A great deal of skepticism is being displayed and rumored product scarcities do not drive the business man into wild buying spasms. I believe that too many accounts were hurt by the unwise buying in the last era of scarcities to listen to every wild tale that is proposed by ruthless salesmen."

"Even facts that are revealed in the papers are looked on with a feeling of doubt. They hate to think they are true and are reluctant to accept them because they know of the hardships they will impose."

"A great part of the scarcities now existing are being caused by speculators hoping to tie up a certain portion of the market on some items. I believe that if the manufacturers and wholesalers would drive home the fact that tying up an account's money in merchandise can limit the flexibility of his business and place hardships on him in the future, they would be able to do a better job of distribution."

"Don't underestimate the business man of today. He's been through the fire of shortages too recently to make too grave an error now."

NO MORE CARBON SCRAPING



U. S. Pat. No. 2,107,288

NEW 60 GALLON SIZE

Gunk Hydro-Seal cylinder head and crankshaft cleaning kit. Large enough to take nearly all standard assemblies. Makes purchase of cleaning tanks unnecessary for many shops.

**FASTER . . .
THAN VAPOR
DEGREASING**
with
TRICHLOROETHYLENE

Vapor cleaning tanks may be converted without cost or harm to original equipment.

SAFER - COSTS LESS
No Rusting Out

1. Now! You can clean a cylinder head, crankshaft or block easily and completely bare metal clean . . . just as a carburetor comes bright out of a Gunk Hydro-Seal Bench Kit.
2. Normal Service Life 1 year (U. S. Pat. 2,107,288)
3. Works hot or cold . . . Self-Scouring . . . Self-Emulsifying
4. Parts rinse bright automatically in seal
5. Safe cleaner for aluminum base alloys
6. Patented Performance and long life

LABOR SAVER . . . LIQUID TOOL

Cleans cylinder heads of carbon without scraping . . . cleans water side of cylinder heads of insulating algae, grease, sludge and scale—thus restoring original thermal efficiency built into engine by manufacturer.

SOLD BY BETTER JOBBERS EVERYWHERE

WRITE FOR NAME OF NEAREST STOCKING JOBBER.

REFUSE SUBSTITUTES

Without the genuine GUNK trademark, the product may be a cheap imitation . . . partly diluted, will not afford the long life and corrosive protection given by GUNK. Flatly refuse substitutes!

IMMEDIATE DELIVERY
**1 GALLON OR A
TANK CAR**



CURRAN CORP.
Mfg. Chemists
LAWRENCE, MASS.

AVAILABLE THROUGH Manufacturing Patent Licensees

All operating under Curran Corporation Patents and under direct supervision of A. F. Curran, Director of Research and Development.

Gunk Atlantic, Inc.
So. Canal Street
Lawrence, Massachusetts

Curran (Canada) Ltd.
Montreal, P. Q.

Gunk, Chicago
5829 West 66th Street
Chicago, Ill.

president and sales manager, R. T. Clapp Co., Knoxville, Tenn.—“We feel that the demand for scarce items is no greater or no less than a month ago. There is a shortage of scarce items from the factories to the distributors, which has caused a backlog of back orders. If these shipments were made, we feel that the demand would be pretty nearly normal. We have had a considerable increase in sales volume during January and February, but we do not feel that this is caused by scarcity of mate-

rials, since the first six months of 1950 were running considerably behind the first six months of 1949, and with this increase we are still running behind the same period of 1948, which was our biggest volume year.”

Jim Fomby, partner, Automotive Supply Co., Alexandria, La.—“We are beginning to have trouble in obtaining certain parts, particularly involving copper, steel and tin. These conditions are worse than they were a month ago. However, there is so much

Is He Uncle Sam Or “Pilot” Sam?

Said D. W. Fowler, owner of Fowler Auto Supply Co., Cocoa, Fla.:

“Considerably less demand for scarce items than a month ago. Many have the idea that shortage is only local and when they are ready to buy, their influence or connections will enable them to get whatever they want.

“Vice-President Marshall said what the country needed was a good five-cent cigar. Today we need some good - five - cent-cigar-days common sense in government circles. What we have are pilots. They pilot it here and pilot it there. The pile gets bigger and bigger and more expensive, but all they know is to pilot us more.”

more potential business that our volume is increasing in spite of this condition.”

Maxie P. Blalock, owner, Decatur Parts Co., Decatur, Ala.—“The demand for scarce items is naturally greater. The other items are about same level in our territory.”

Arnold J. Siegal, Alabama Auto Parts Co., Birmingham, Ala.—“The demand is greater than it was a month ago. Anything made of sheet steel, such as mufflers and pipes, is really scarce. Other items on the short-supply list are spark plugs, batteries and copper tubing.”

Howard Hoot, manager, Keenan Auto Parts Co., Albany, Ga.—“Demand is greater, especially true of heavy items of equipment.”

Ben Leva, Ben Leva Auto Supply, Lawton, Okla.—“In this territory (southwestern Oklahoma) we are faced with a dark picture for this early spring and summer. Our wheat crop is nil and conditions even for row crops are beginning to look bad. This is a brake on business and can be reflected throughout our business sales. It seems that our five good years will be followed by five bad years.”



NEW Service-Station Duty

Saf-Lift*

MAKE MORE SERVICE CALLS per MAN HOUR!

- FASTER TO OPERATE!
- EASIER TO HANDLE!
- QUICKER TO SET UP!
- LARGER-DIAMETER LIFTING SCREW
- HEAVY-DUTY THRUST-TYPE BEARING

This new, rugged Service-Station Duty Saf-Lift is especially suited to your stepped-up service requirements. It is designed for quick, efficient, on-the-spot service to save valuable man hours. Thanks to its revolutionary “bipod” construction, Saf-Lift is easy to set up and operate on almost any terrain. In addition, it features many heavy-duty advancements for extra strength and longer service-life. Ask your Ausco Jobber to show you this practical new service jack—once you see it operate, you won’t want to be without its time-and-money-saving features!

**MAKE EXTRA MONEY QUICK...
SELL THE...**

War Owner Saf-Lift!



It's already a sensation with motorists! When they see it, they want it! You can sell Saf-Lift practically without a sales talk... ask your AUSCO jobber or write to address above for **FREE, NEW catalog** of Ausco Jacks.

Auto Specialties Mfg. Co., Dept. SA-4, St. Joseph, Mich.

AUSCO

Jacks

MAKERS OF Hydraulic and Mechanical Jacks,
including HYDRAULIC: Service and Axle Jacks.
MECHANICAL: Friction and Ratchet Bumper Jacks;
Saf-Lift Jacks, Steel Horses and Scissors Jacks.



was my face red

...when the explorer lost his bearings

"You might call Joe Jackson an explorer. He likes to vacation in out-of-the-way spots. So I service his car for one of these trips, and what happens? A front wheel bearing conks out when he's miles from nowhere. But that sure taught me a lesson. Since then it's been new oil seals on every front wheel re-pack job, just like car manufacturers recommend. I've found this is cheap insurance, and, what's more, the customer doesn't mind paying the few pennies premium for this protection."



*Install a new oil seal
whenever you take one out!*

— CAR MANUFACTURERS RECOMMEND IT

Handy cabinet at no cost with fast-selling assortment

Experience shows it is very difficult to remove an oil seal without damaging it beyond further safe use. Keep an assortment of National Oil Seals handy so you can put in a new seal every time you take one out. National has two assortments available; one contains front wheel seals only and the other both front and rear wheel seals for the most popular cars. Every seal is a fast-selling number. You get the cabinet at no cost when you buy the initial assortment. See your jobber about it now.

NATIONAL
OIL AND GREASE SEALS



Approved original equipment for all cars, trucks, busses and tractors.

For brake and repair shops,
contains front and rear
wheel seals with extra space
for bearings.



♦ Ideal for lube stations, contains front wheel seals only.



NATIONAL MOTOR BEARING CO., INC.

General Offices: Redwood City, Calif.

Plants: Redwood City, Calif.; Van Wert, Ohio

2200

Consolidated Talks Sales At Daytona Conference

PERSONNEL of Consolidated Automotive Co., Jacksonville, Fla., and its ten affiliates in other Florida cities had the opportunity to hear a large number of top manufacturer executives at the annual sales meeting, held this year at the Riviera Hotel, Daytona Beach, a company announcement stated.

The meeting was conducted by A. C. "Lonnie" Rogers, sales

manager. President P. J. Watson, Chairman of the Board Edgar Rogers, Sr., and other headquarters executives participated.

Line presentations were made by: Ira Saks, president, Accurate Parts Co.; Edward George, district sales manager, Acme Quality Paints, Inc.; J. J. Boyle, director of sales, Aluminum Industries, Inc.; Howard Robinson, general sales manager, Fram Corp.; Marco Hecht, general sales manager, Guaranteed Parts Co.; W. E. Imhoff, general sales



Top photo shows just a few of the principal speakers at the sales conference of Consolidated Automotive Co. They are (l. to r.): Jack Whitaker of Whitaker Cable Corp., Arthur H. Hopkins of Perfect Circle Corp., W. E. Imhoff of McCord Corp., A. A. Apple of Moog Industries, Inc., and Gene Lewis of Whitaker. Photo above shows Martin G. Silliman of Orlando Consolidated (left) and John E. Colley of Perfect Circle.

a little

Pyroil

makes a BIG difference in your car

A pint of Pyroil in the crankcase, a few ounces in the gas tank, and you'll notice a big difference in your car. Why? Because Pyroil has the extra-ordinary property of making ordinary oil cling to engine parts. This coating of protective lubrication eliminates friction between piston rings and cylinder walls. Pyroil stops costly wear and tear caused by metal-to-metal contact. It assures instant lubrication when you step on the starter — it prevents oil from draining off vital parts when you turn off the engine.

Yes, a little Pyroil (at so little cost) will make a big difference in the life of your car. Ask your gas station attendant to add Pyroil — add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN!

An attractive Pyroil metal savings bank, takes coins up to 50c pieces. MOTORISTS, it's yours for the asking — sent postage paid.



PYROIL COMPANY

558 Main Street
La Crosse, Wisconsin

Canadian Distributors:
Central Purchasing
Agencies, Ltd.
Toronto, Ontario

Southern Representatives

Southeast
McDonald & McPherson Co.
P. O. Box 452
Atlanta, Georgia

Southcentral
John T. Jolly Sales Co.
1916—34th Avenue
Meridian, Miss.

Southwest
Hirsch-Frazier Company
807 Cotton Exchange Bldg.
Dallas, Texas



Isn't it sensible to make a little effort and a BIG profit, than to keep pounding away making extraordinary efforts, trying to sell dealers products that are not the consumers' choice?

Flash profits are not the sound basis for substantial business building. Pyroil — the choice of motorists and champions — is naturally the choice of dealers! They make more money with less effort — and so do you — Mr. Jobber!

Let a factory representative tell you the complete Pyroil merchandising and promotion program.

Suttlès Gets Booster Post

manager, McCord Corp.; S. G. deOvies, district sales manager, Marquette Appliances, Inc.; A. A. Apple, general manager, Moog Industries, Inc.; Arthur H. Hopkins, assistant sales manager, Perfect Circle Corp.; Jack Whitaker, vice-president, Whitaker Cable Corp.; W. F. Rogge, replacement sales manager, World Bestos Corp.; W. E. Norris, sales manager, Whitehall Manufacturing Co., and Charles A. Cole, general manager, Warehouse Distributors, Inc.

Question - and - answer periods followed each presentation. A total of 48 store managers and other Consolidated personnel attended.

Consolidated branch stores are at Clearwater, Daytona Beach, Fort Pierce, Lake City, Orlando, Panama City, St. Augustine, St. Petersburg, Mulberry, West Palm Beach and Jacksonville, Fla.

Johnny Suttlès of B-35, Richmond, Va., has been appointed regional vice-president of Automotive Booster Club International, succeeding Walter MacPhail of B-33. The region includes B-33, Charlotte, and B-35, Richmond.

MEWA President Plans For Smaller Inventory

JAMES C. Parker, president of Motor and Equipment Wholesalers Association and president of Motor Parts & Supply Co., Inc., Mobile, Ala., told the Western States Automotive Conference of MEWA at Seattle, Wash., last month:

"As my purchasing agent and I have analyzed our own situation regarding inventory, we have decided to maintain our stocks at a lower level, to place orders more often for smaller quantities, to not believe that everything is scarce, to watch individual items closely for undue activity—in short, to live within our capital structure and stop being pinched every tenth of the month at bill-paying time.

"We must realize that we are buying goods at the highest price ever. Be careful; some might come down. The law of supply



Mr. Parker

and demand still works, regardless of political maneuvering."

Earlier he had declared in his speech:

"Since last June, all we have heard is that many of our basic metals were in very short supply and that there would be cut-backs in production on all types of civilian goods, some more than others. We just could not produce and maintain our civilian economy at the present levels and at the same time arm for the defense of our nation.

"Consumer buying became 'scare buying.' Everyone wanted to 'get under the wire,' both from a scarcity and price standpoint.

"We distributors placed huge orders with our suppliers, trying

This Is Spring Tune-up Time



"KRYLON-ize"

Ignition systems

seal, protect, waterproof them with Krylon Acrylic Spray



3 MINUTES CAN EARN YOU DOLLARS

New automotive KRYLON seals ignition systems in a waterproof blanket; prevents battery-current leakage and spark plug gapping; insures quick starts under all atmospheric conditions. It's the kind of money-saving preventive maintenance to push now — when everyone wants to protect what he has.

Spray KRYLON — right from the can — on wiring, battery terminals and cables, spark plugs and spark plug wells, distributor head, ignition coil, starter and generator connections. That's all you do!

You can start making real money with KRYLON the same day you stock it. Make that day today! For complete details of the Krylon plan, see your jobber or write us.

A few dollars puts you in the "Krylon-izing" business!

Free Sales Helps

STAND-OUT COLOR DISPLAY

It helps you sell the first job.

"KRYLON-ize" TAGS

Tie 'em to distributor cap . . . they'll insure repeats regularly at least twice a year!

NATIONAL ADVERTISING
It will create sales for you!

KRYLON, Inc.

2601 North Broad St.

Philadelphia 32, Pa.

Made by the makers of famous WINDSHIELD SEALZIT

to take care of this increased market. Naturally the factories had not been producing in such quantities. Therefore, even before any appreciable amount of defense contracts had been let, fictitious shortages existed on every hand. Prices did go up—so fast we could hardly keep track of them.

"Many items were purchased, where in many instances no real shortage existed.

"As a result, when our factories caught their breath and got their second wind, they began produc-

ing at all-time record rates. The pipelines began to fill up. Inventories at every level are really huge today.

"Manufacturers' stocks are enormous. True, some firms are short of many materials. But in total, holdings are big. The NPA has not cracked down in enforcing inventory-control orders. Sixty-four per cent of the purchasing agents responding to a *Purchasing* magazine poll said manufacturers' hoarding was to blame for the fast spiraling of prices. Purchasing

agents should know.

"Wholesalers and retailers' stocks are bulging warehouses. In Los Angeles, construction of 20 new warehouses has been started since inventory buying began. In Akron, a warehouse company leased an airport building to accommodate customers. In Detroit, Boston and other cities, warehouse space is tight. New York warehouses are so full, carloads of goods wait on rails.

"At Motor Parts & Supply Co., Mobile, Ala., the shelves and warehouse are bulging with goods, even though our business shows a 30 per cent increase over January and February last year.

"Consumer inventories are heavy. Buying at retail has been up 25 per cent since the first of last year. Much of it has been for hoarding. (Horrors! I should not use that word. A friend of mine bought an extra car last week and I accused him of hoarding. 'Now, Jimmie,' he said, 'you should not use that word. Don't you know that our government calls that "stockpiling"?') At any rate, U. S. Department of Agriculture estimates one billion pounds of meat is stored in home freezers. If consumers have stored that much meat, how many appliances, nylons, sheets, towels, coffee, socks, suits, shoes and other items?

"How much goods you and I have sold since last June has been stockpiled? One of our good dealer customers, a few days ago, got really mad when we received a shipment of 600 No. 1855720 DR ignition points and let him have 50. He wanted all of them. Yet upon a visit, and as a result of conversation, it was disclosed that he had over 600 in stock himself.

"What is the answer? I say let us come down out of the clouds and return to earth. Even though the government is letting defense contracts by the billions, they cannot be made overnight. On every hand we read where this or that contract cannot be even started before a new plant is built. The machine-tool industry is hopelessly bogged down. Even if they had the materials, they themselves do not have plant facilities to take care of the orders."

"General conditions in our territory are good," **Bue Eby**, vice-president of **J. B. Cook Auto Machine Co., Inc.**, Little Rock, Ark., reported last month.



pick a number
from 1 to 54

big or small Champions for all

Stationery or Portable • Electric or Gasoline Driven... Everyone's a Winner!

No matter what your air needs, you can be sure there are Champion Air Compressors, practically made to order, to best meet job requirements. Selection of air compressors that are practically "tailor-made" for your needs is assured by Champion's 54 separate models. All 54 models incorporate the 21 extra features that make Champions famous for outstanding performance and operating economy. All are controlled to less than 600

PICK A NUMBER from
Champion's FREE Catalog!
Write for your copy TODAY!
Handy charts help you make
a wise selection.



rpm's for longer compressor life, smoother, cooler, quieter running. For a real choice in Compressors—see your Champion Jobber first!

Champion Pneumatic Machinery Co.
834 N. PLEASANT ST., PRINCETON, ILL.

CHAMPION AIR COMPRESSORS

CAR WASHERS

AIR HOSE REELS • SERVICE TOWERS • WASHING GUNS
BLOW GUNS • PRESSURE GAUGES
CEILING SWITCHES • AIR HOSE • SAFETY VALVES

"We find it fun to forge a future"

say the three Baxter brothers



Reading time: 1 minute, 48 seconds

"Make no mistake about it," Ferd Baxter says, "automobile selling is no place for a fellow looking for a soft job. But for the fellow who'll put a shoulder to the wheel, there's plenty of fun, excitement and profits to make this the best doggone job in the world!"

Ferd Baxter and his brothers can point to one of the most successful automobile businesses in New England. They can look back on three decades of selling cars. And over the route they see work and fun mixed together.

There was that time when Ferd needed a car to get to college in Canada. Borrowing \$15, he bought an old clunker, tuned it up, and headed for the tall pine country.



Along the way, he swapped cars three times. When he greeted his brothers he was driving a fine car and had \$100 in his pocket. The brothers—and Ferd—knew he was cut out for automobile selling.

It wasn't surprising. Baxter, Sr. was an old horse-trader in the days when selling a Connecticut Yankee on a horse swap was no mean feat. The boys used to sit on the fence, watching Pa go to work on a prospect. They learned the power of demonstration, enthusiasm and persuasive selling.

These qualities came in handy when, in 1935, the Baxter Brothers opened their own dealership. Despite the general lull of the recession years, they steadily made headway. They took trades of all kinds—motorboats, trailers, real estate—gave honest value—and prospered. Ferd even took to the air, flying



his own plane to close a deal. Once two somber Chinese appeared in the office, representatives of the Far East leader. That day Bob sold a limousine to Chiang-Kai Chek.

"Yes," Ferd . . . or Bob . . . or Stan, will tell you, "there's a world of fun in selling automobiles. There's



plenty of work all right, but every day brings new opportunities to use your imagination and selling ability. And when you sell a quality product that represents real value, your future is just about set. Every one of us agrees: we find it fun to forge a future with Chrysler products."

Write for our free booklet containing a number of these stories of accomplishments by enterprising men, Chrysler Corporation, 341 Massachusetts Ave., Highland Park 3, Michigan.



Chrysler Corporation

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS

Fine Cars of Great Value



Handy Man Around the House

No golf or fishing for this Oklahoman! He casually enlarges his home—all merely as his own hobby.

FIRST, take a good look at the candid portrait study on this page.

Note that the individual is strictly the executive type. Well groomed. Poised, sure of himself. With a casual sort of dignity.

This is the only role in which Art Stover is known to many of his friends and associates and customers of the Sharp Auto Supply Co., which he ran, in Oklahoma City, Okla.

So it would be difficult for those friends and associates to visualize Art Stover in scuffed shoes, worn work trousers with the knees looking like he was ready to jump, a rough work shirt and a battered hat.

But that is Art's favorite costume in time off and his favorite role is that of handy man around the house.

By his own admission, when not occupied with company affairs, Art just tinkers. If he had looked in the dictionary before he released that definition he would have used a different word, or combination of words. For the dictionary defines one who tinkers as "a botcher, a bungler" and to tinker is "to make futile attempts to repair or improve; to potter fruitlessly."

When Art defined his favorite after-hours activity, however, he was caught slightly off guard. He groped for the right word and came up with the wrong one. No golf. No fishing. No bridge. "I just tinker," he said.

Yet anyone who knows Art also knows he does not "potter fruitlessly," and blending in neatly with the Stover residence in Oklahoma City is substantial and

By Baron Creager
Southwestern Editor

artistic evidence to show that he picked the wrong word to describe his hobby.

This evidence consists of an addition to the house, 35 feet by ten feet, constructed completely and by himself by Stover, with the exception that he did not pour the concrete floor. And after starting last September, working nights, week-ends and holidays, if any, he had it finished before Thanksgiving.

"I just got to looking at the house one day," says Art, "and decided we needed that room. So I started in.

"Now we have a screened porch, 21 by ten, and a small den, 14 by ten, where we have the television set. It was a fair job for an amateur to tackle, maybe, but it looks pretty good, if I do say so myself.

"And maybe I'm not such an amateur, if experience means anything. I've been tinkering around for a good many years."

The Stover residence is rock veneer and Art wrestled all those rocks into place, where his taste called for rocks. Before that, of course, he had run the foundation himself, set the joists and uprights and put on the roof. Perhaps not in that order, but when the floor was poured he finished it off neatly, put in doors and windows, added a rock-bordered flower bed for good measure and did the painting.

Art's shop is in one side of his garage and that's where you generally find him if he's at home.

"I have about everything I need in the way of power tools in the shop," he says, "except a lathe. And I'm going to have that before long.

"You know, there's always something to do around the house. And you can't do a good job without good tools. So I have been accumulating what I need and the shop is just about complete today, I think."

Art concedes with some detectable pride that he "makes things," too. He was invited to show some of his handiwork, and to pose in the work clothes of lowly handy man.

He was agreeable to both invitations, but the weather was vicious in Oklahoma City and uninviting for anything but necessary errands and, besides, that was "catalog day." Stover was too busy. Some other time, maybe.

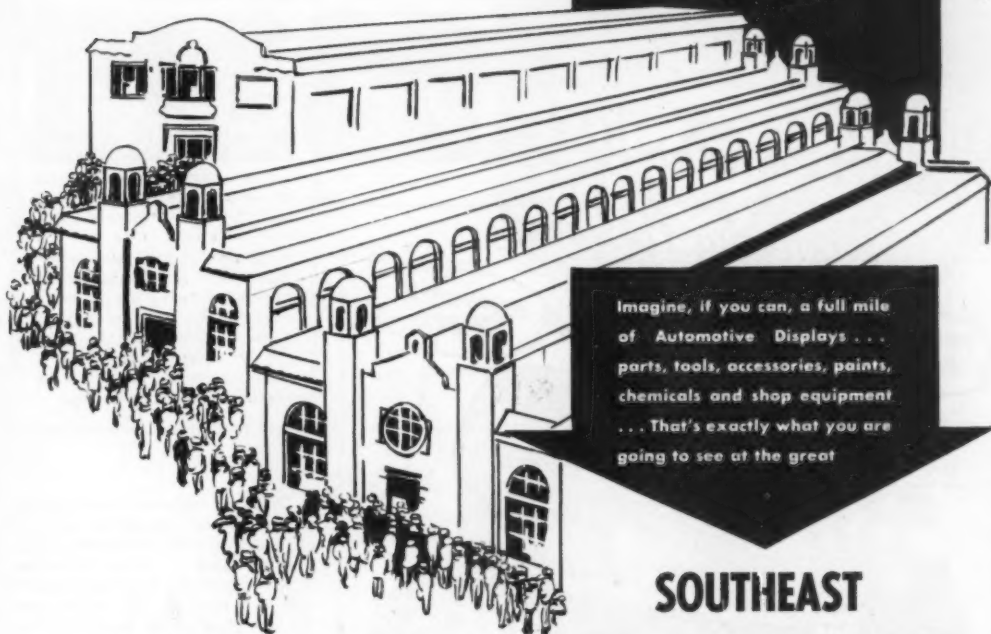
So the only picture is the one reproduced here, the way Art Stover looks to most people who know him.

As for proof of his talent with tools, that proof exists, as far as this narrative is concerned, only in the modesty of Art Stover. He is loquacious only to the point of making understatements about his activities.

On another score, one is led to believe that Art is a fairly handy man around the house, especially with tools. He does not become eloquent about affairs of the Sharp Auto Supply Co., either, but is a fairly handy man around the store, too.

For there is nothing to indicate there has been much botching or bungling in management of that business.

a full mile
of
displays!



Imagine, if you can, a full mile
of Automotive Displays . . .
parts, tools, accessories, paints,
chemicals and shop equipment
... That's exactly what you are
going to see at the great

SOUTHEAST AUTOMOTIVE SHOW

LAKEWOOD PARK

ATLANTA, GEORGIA

MAY 10-11-12-13-1951

Not only that, but every individual line
on display will be complete, with many
units in actual demonstration . . . includ-
ing all the latest time-saving automotive
devices so essential to present day
operations.

It will even pay you to "close
shop" so that every one in your
organization can attend . . . one
or more days of the Show.

...and you



cannot afford to miss it!

Open daily — 1:00 P.M. to 6:00 P.M. —

Open until 9:00 P.M. Saturday, May 12

FREE ADMISSION

Factory-Jobber Conference Is Urged by Frank Stewart

By FRANK G. STEWART
President, Standard Automotive Supply Co.
Washington, D. C.

DURING times of national stress—war, defense mobilization or whatever the cause of an upset in the national business picture—it is essential that business, and business men, keep constant-

ly alert and in a maneuverable position to prevent being caught in a whirlpool of changed conditions which may place them in a dangerous situation.

During the present emergency,

Frank G. Stewart is widely known to the trade because of his association work and his service on governmental advisory committees. A member of the Joint Operating Committee which staged the Automotive Service Industries Show at Chicago last December, he is a past president of Motor and Equipment Wholesalers Association and of the Middle Atlantic Automotive Wholesalers Association.

At present he is on the Wholesale Advisory Committee to Secretary of Commerce Sawyer. He is a member of the joint national committee of three on selective service regarding deferments in automotive maintenance. During NRA days he was executive officer of code for the wholesale automotive trade. One of his most recent jobs was helping in the preparation of a booklet showing the jobber's part in the maintenance of transportation and the need for deferment of certain key personnel who could not be replaced in a short while.

MEMORANDUM

*New Automotive Wet Sander
Made by National*



National's new Model 300A is specifically made for automotive sanding. It is extra fast... operating at 2500 strokes per minute. A specially designed pad doubles its efficiency, and can be used on different surfaces without change. Built-in water outlets provide efficient wet sanding. See your jobber, or write for details.

NATIONAL AIR SANDER, INC.
2820 AUBURN ST., ROCKFORD, ILLINOIS

as in other national emergencies, it has become apparent that we are starting an entirely new set of ground rules, which is confusing to say the least. It is understandable that such should be the case. We are faced with an emergency of unpredictable scope.

The two commodities that are affected are manpower and materials. These are the elements that Uncle Sam uses to defend our national existence. These are also the two elements that make up business.

The automotive wholesaler is conscious of the responsibility of his industry to the armed forces and defense plants, both with respect to manpower and materials. We want to contribute our fair share of both and we do not seek special favors in either instance, above or beyond that which is the minimum to keep this industry functioning.

The main problem is: Where do we stop? What is the point beyond which we can not go and still perform the essential services

Sell the Best Seller!

Sell
DELCO



THE NATION'S

No. 1

BATTERY

Sell

THE NO. 1 NEW-CAR BATTERY!

More Delco batteries are installed as original equipment in new passenger cars than any other make.

Sell

THE LEADING NEW-TRUCK BATTERY!

Truck manufacturers insist on batteries that are dependable and durable. That's why Delco batteries are installed in more new trucks than any other make.

Sell

THE BATTERY ENGINEERS PREFER!

No one knows batteries like automotive engineers, and they prefer Delco . . . to any other make in America today.

Sell

THE NO. 1 REPLACEMENT BATTERY!

Delco batteries are the choice of millions of car owners. For reliable starting power . . . for long life . . . America knows that Delco's the buy.



DELCO BATTERIES — A UNITED MOTORS LINE

Available Everywhere Through



United Motors Distributors

that are the part this industry plays in the maintenance of essential motor transportation?

As for manpower, the three national associations have presented our case before the various governmental agencies concerned, and a committee of three, from the Automotive Engine Rebuilders Association, Motor and Equipment Wholesalers Association and National Standard Parts Association, has been active in this connection and has produced a booklet that outlines the pertinent fac-

tors regarding essentiality of our key men.

Regarding materials, there has just been appointed by the National Production Authority, to function as an advisory committee, a nation-wide committee of 14 wholesalers representative of the various parts of the country and representing the various types of wholesalers. This committee is called the Automotive Parts and Equipment Wholesalers Industry Advisory Committee, and the National Production Au-



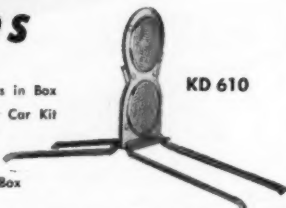
Mr. Stewart

for greater safety



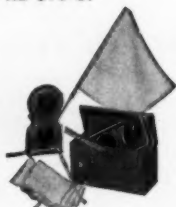
reflector flares

- KD 610-2F** Two Flares . . . Two Flags in Box
- KD 610-2P** Two Flares . . . Passenger Car Kit
- KD 610-3** Three Flares in Box
- KD 610-3F** Three Flares . . . Three Flags in Box



KD 610

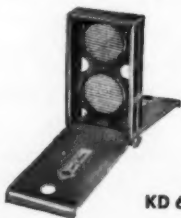
KD 610-3F



KD 610 with 3" genuine Stimsonite No. 12-A red plastic reflectors, is a miracle of light reflection . . . with wide range visibility exceeding ICC and SAE requirements. Heavy steel legs that grip pavements telescope to permit easy packing in small container. Built-in flag holders at 30° angle give greater visibility during daytime use. Packed with or without danger flags in strong metal box which may be padlocked for safe keeping. Flares and boxes finished with durable baked Danger Red enamel. **KD 610 Reflector Flares are competitively priced.**

KD 609 Heavy Duty Triflex Saftee Flare . . . of heavy gauge steel . . . constructed to hold danger flag . . . Red baked enamel for tough service . . . compact . . . folds like a camera when not in use . . . bracket for handy mounting on vehicle . . . positive protection during emergencies.

● **K-D** manufactures a Complete Line of electric, reflector and kerosene flares, danger flags and other safety products.



KD 609

K-D LAMP COMPANY
1910 ELM STREET CINCINNATI 10, OHIO



thority will seek its advice with respect to critical materials, inventory and distribution problems, and industry conservation measures.

Of course there are going to be many issues facing the industry that will affect every wholesaler and manufacturer, regardless of size, type or location. In order better to cope with these problems and better to clarify the situations, the wholesalers should gather from all parts of the country and meet with their manufacturer suppliers to discuss ways and means of keeping business functioning under very trying conditions. This is no time to delay such a get-together for two years.

Of course, if the ASI Show was scheduled for next December this would take care of the situation. However, since that will not occur until December of 1952 it behooves us to do something about an industry-wide conference next December. At such time the association conventions could be held, and industry members who are working in behalf of the wholesalers could report and coordinate their efforts, and high governmental figures could easily be gotten to talk before the conventions.

A booth conference of the national associations of wholesalers and manufacturers is an excellent business stimulant in normal times, and becomes almost a "must" when we are facing the problems of the day, which will be many times greater when December comes around. Since the last several meetings have been held in Chicago, and since Atlantic City, N. J., is closer to Washington (the center of activity), I feel we should hold this conference in Atlantic City.



GOOD FROM THE START

Crude oil from the Bradford district of Pennsylvania is known the world over for its excellent lubrication quality! It's the costliest, toughest, oiliest, most heat and wear resistant crude in the world. And every drop of Veedol Oil is refined from this superb crude.

For cars and trucks — VEEDOL, "The World's Most Famous Motor Oil," contains an ingredient that cuts down gummy carbon deposits . . . keeps rings free . . . compression high . . . reduces corrosive acids that attack bearings and other vital engine parts and actually keeps motors cleaner, cooler and smoother-running. Veedol's excellent quality assures effective lubrication at any engine speed or temperature.

For farm tractors — VEEDOL TRACTOR OIL gives a full 150 hours service in gasoline-fueled tractors . . . cuts oil consumption in all tractors, regardless of fuel used. Veedol is nationally known and accepted among tractor owners for its amazing endurance, outstanding lubrication efficiency and 100% Bradford-Pennsylvania quality.

Dealers who sell VEEDOL will tell you it's the kind of product that brings your customers back, PROTECTING your business with those all-important repeat sales that make it so much more profitable and secure! Veedol Oils and Greases are sold through independent distributors . . . write for information today!

TIDE WATER ASSOCIATED OIL COMPANY

New York

Tulsa

San Francisco

°Atlanta, Rhodes-Haverty Bldg.

°Tulsa, Thompson Bldg.



The booth conferences held here by the Industrial Distributors and Suppliers have been highly successful to both distributor and manufacturer . . .

I discussed the joint operation of a booth conference with most of the members of the ASI Joint Operating Committee and, without exception, they all felt that this would be a splendid thing for the industry. Since that time I have discussed it with many industry leaders, with the same result. The machinery is set up, the Joint Operating Committee is intact, and joint funds are available to start the operation.

I would like very much to have your opinion of this project.

Southwestern Meeting Gets Big Attention

LIVELY interest from a previously static quarter has been attracted to the Southwest Automotive Show since it has been scheduled for April 26 to 29 in Oklahoma City, northernmost locale in show history.

The interest crystalized March 10 in Kansas City, Mo., when approximately 150 Boosters, jobbers,



When Southwestern jobbers and Boosters met at Kansas City.



ANOTHER AUTOMATIC PRODUCT SOLD BY YOUR AUTOMOTIVE JOBBER

*Unexcelled
in Quality and
Performance*

All Linmar Water Pumps are factory duplicates of original equipment and all parts are interchangeable with those supplied by the car manufacturers. The unexcelled service record of Linmar Water Pumps in the field has been made possible by the use of the finest new materials obtainable, precision manufacture and exacting inspection and tests.

- | | |
|---------------------------|---|
| TOLERANCES | Manufacturing limits as low as .0002" are maintained on critical operations. |
| BEARINGS | Equipped with nationally known and advertised bearings, lubricated for life. |
| SEALS | Bellows type, made of synthetic rubber impervious to oil and reinforced to prevent cracking. |
| SHAFTS | Equipped with long wearing, precision manufactured shafts. |
| FITTINGS | Factory installed with special water repellent lubricants injected into the pumps during assembly. |
| BACK PLATES | Installed on all those pumps designed to require this part. |
| GASKETS | All necessary gaskets of the highest quality obtainable. |
| FINISH AND PACKING | All Linmar Pumps are specially treated for rust prevention. They are sturdily packaged and attractively labeled with the manufacturers part and the year and model of the car they fit. |
| GUARANTEE | All Linmar Water Pumps are fully guaranteed against defects in material and workmanship and for exact fit on the car designated. |
- Write for Catalog 5-4



Linmar Division AUTOMATIC STEEL PRODUCTS, INC. • CANTON 6, OHIO



A Substantial Supplier to the Automotive Industry for Over 20 Years

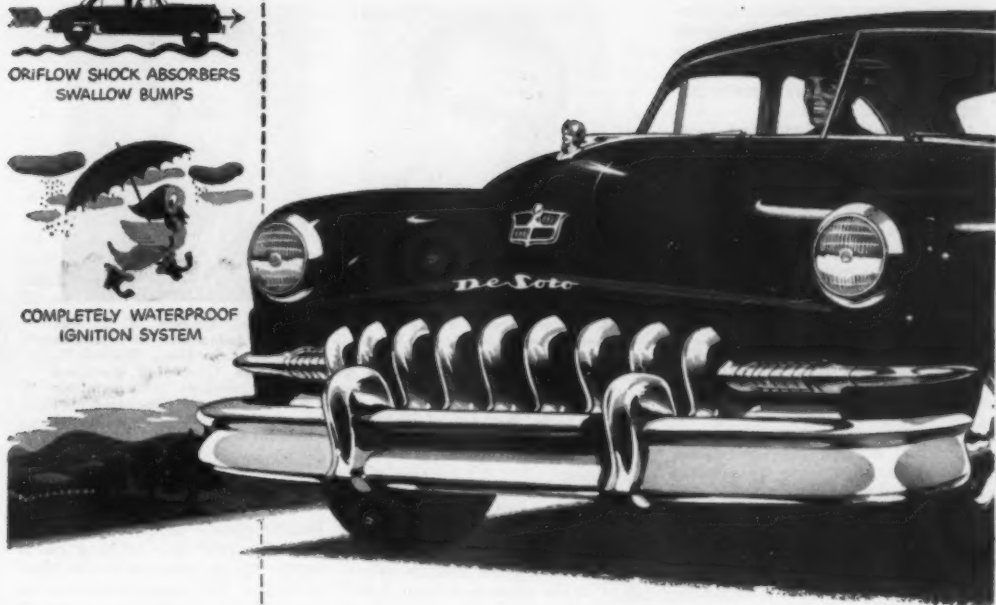
AUTOMOBILE JACKS • AUTOMOTIVE GRINDING WHEELS • ONE END LIFTS • MERCURY CLUTCHES



ORIFLOW SHOCK ABSORBERS
SWALLOW BUMPS



COMPLETELY WATERPROOF
IGNITION SYSTEM



No other car rides like a

DE SOTO



MORE POWERFUL
HIGH COMPRESSION ENGINE



LETS YOU DRIVE
WITHOUT SHIFTING

You ride without bouncing and drive without shifting. (Road shock has gone the way of the buggy whip!) De Soto is a haven of repose—for both driver and passengers. A citadel of safety (big 12-inch brakes!). A daily dividend in *extra value!*

DE SOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both RADIO and TELEVISION . . . NBC networks.

SOUTHERN AUTOMOTIVE JOURNAL for APRIL, 1951

manufacturers and association executives assembled for a luncheon meeting in the President Hotel to hear two officers of the show organization and others discuss the ninth show.

The meeting, conceived and sponsored by Automotive Booster Club B-2 of Kansas City, drew Booster representation from Omaha, St. Louis, Oklahoma City, Denver and Dallas.

Reg Miller, president of B-2, opened the meeting, but Carson W. Chiles, former international president and B-2 program chairman, presided.

W. H. Vick of Oklahoma City, show president, reported that the recent serious injury of Dean Johnson, show manager, in an automobile accident in Oklahoma City, had been a great handicap but that arrangements were being worked out and that the show will go on as scheduled.

"We think we are going to have an excellent show," he said, "and we are only sorry we don't have more space so that we can take care of more manufacturers who wanted to participate."

Vick called upon B. A. "Pete" Kline, Oklahoma City manufac-

turers' agent and show treasurer, to appear in the absence of the injured Johnson.

"There is a great amount of interest in the more northern territory of the Southwest," said Kline, "because this is the first time the show has been out of the state of Texas.

"Naturally, we are going to be handicapped without Johnson, who handled this so long he is really Mr. Southwest Show. Nevertheless, we expect this show to exceed any of the past in attendance and to exceed sales made, too, and during the show held in Dallas two years ago \$100,000



H. Lester Flowers (left) of The Flowers Co., Hickory, N. C., was elected president of the Virginia-Carolina Automotive Wholesalers Association at the spring meeting. (Story on page 180.) William T. Kennedy (right) of National Standard Parts Association discussed "DO" orders and other current government regulations. Four members were added to the association: Motor Specialty Co. of Charlottesville, Va.; G. G. Moss Co. of Richmond, Va.; Spartan Automotive, Inc., of Spartanburg, S. C., and Carolina Houdaille Co. of Charlotte, N. C.

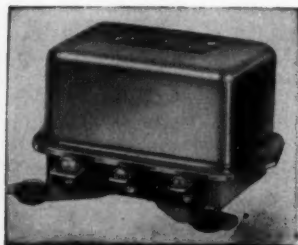


Outstanding SHELF MERCHANDISE!

Andrews Ignition Parts, Wires and Cables are outstanding on the shelf, in sales and in service. Backed by a triple-value pledge:

1. Complete line of quality merchandise.
2. Fast turnover of packaged profits.
3. Guaranteed for customer satisfaction.

Make your shelf merchandise outstanding with the Andrews packaged-profit, triple-value line.

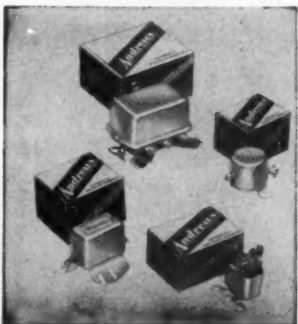


CUSTOMER
SATISFACTION



SINCE
1921

Andrews
MANUFACTURING CO.
ST. LOUIS, MO.



worth of equipment was sold. This year there will be a third more manufacturers' personnel than ever before."

Kline said there would be 196 exhibitors and that as of March 10 239 sponsoring jobbers had signed up.

George N. Lockridge, president of the Southwestern Automotive Wholesalers Association, reminded the meeting of his association convention in Oklahoma City April 23 and 24 and said that in his opinion the Southwest Show is "just about as fine as the Chicago show, but smaller."

B. W. "Whit" Ruark, general manager of MEWA, said the show points up the fact that it is always necessary to sell, regardless of conditions.

C. C. Tapscott, president of NSPA, mentioned plans for his association's regional meeting in Oklahoma City on April 25 and warned that the government may suddenly stop stockpiling materials, leaving many with heavy inventories. "This is the time to sell and sell hard," he said, "because you will be out of luck if that happens."

Art Snyder, international Booster president, said he was there primarily to congratulate the Number One club in membership. Others who were introduced and spoke briefly were J. L. "Jack" Wiggins, executive vice-president of NSPA; Wesley Cratty, Chicago B-7, international Booster secretary, and H. M. Cree, Dallas B-4, second vice-president of international.

The meeting included some of the regular business of B-2.

Gunk Atlantic Opens

Gunk Atlantic, Inc., at Lawrence, Mass., has been licensed by The Curran Corp. to manufacture and market Gunk solvents in the eastern United States, from Maine to Louisiana, it has been announced by A. F. Curran.

"We recently added the Black & Decker Home Utility line and Perfect Circle 2-in-1 piston-ring sets," reported Paul D. Tourne, Sr., owner-manager of Tourne's Auto Parts, Bay St. Louis, Miss.

H. G. Coe, buyer for Motor Bearings & Supply Co., Dothan, Ala., was in a hospital last month for an operation.

Fram Advances Sherman

Arthur A. Sherman, former district manager of southeastern New York, has been appointed assistant zone sales manager for Fram Corp. in the territory that includes Maryland and Delaware.

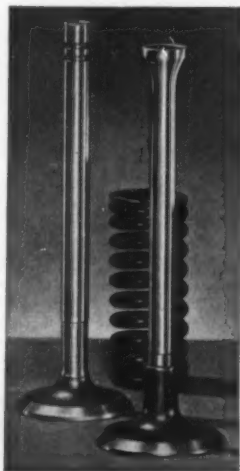
"General conditions in our territory are good. Collections are keeping up with sales," President A. B. Blair of Blair Motor Supply Co., Clarksburg, W. Va., reported last month.

E. J. Neumeyer of Neumeyer Motor Parts, Houston, Texas, fell on the ice in his back yard and broke his arm just below the shoulder. "It was his right arm, the arm that signs all the checks and does all the fishing," reported Mrs. E. J. Neumeyer.

President Barkley Storey of Womwell Automotive Parts Co., Lexington, Ky., has been on a two-week fishing trip to Florida, Paul W. Shaw, purchasing agent, reported last month.



help restore that "FIRST YEAR" pep...



MANLEY *Curthane* VALVES and VALVE SPRINGS

Manley Valve Corporation
Philadelphia 30, Pa.

District Sales Representatives:
Lawrence M. Hirsig Co.
Jacksonville
J. S. Connell Co., Dallas

DeLuxe Appoints Cotner

Robert F. Cotner has been appointed district manager for DeLuxe Products Corp. in the Kentucky and West Virginia territory. For the past 13 years he had been sales representative in the mid-central states for Walker Manufacturing Co.

Loy Collins, formerly handling inside customer orders for Piston Ring & Parts Co., Atlanta, has been promoted to city sales-

man. "He has many good acquaintances in the city and should do a nice job filling this position," said Partner Ernie Troutman.

"General conditions in our territory are good. Collections are a little slower than usual. We are screening credit much closer and there is a general tightening of credit," President Tracy Youmans of Tracy's Auto Parts, Inc., Brunswick, Ga., reported last month when queried.

NSPA War Group Includes Truslow and Rockafellow

H. B. Truslow of Richmond, Va., Auto Parts, Inc., Richmond, Va., and W. H. Rockafellow of The Parts Co., Columbia, S. C., have been appointed to the six-man war industry committee of National Standard Parts Association.

Composed of three manufacturer and three wholesaler members, the committee will make recommendations and suggestions to the proper government agencies in the interest of the perpetuation of the automotive service industry.

Other members include: T. Latimer Ford of Koppers Co., Inc., C. S. Rogers of P & D Manufacturing Co., Inc., Ira Saks of Accurate Parts Manufacturing Co. and Joe Fischer of Auto Parts & Gear Co., Chicago.

Cleveland Graphite Promotes Three Sales Executives

A. M. CURRIER has been named general sales manager of the Replacement Sales Division of The Cleveland Graphite Bronze Co. C. R. Wright has succeeded him as sales manager for special markets.

R. H. Wickersham has become sales manager in charge of NAPA distribution.

Gilmore Heads Lamp Sales

John C. Gilmore has been appointed manager of the St. Louis Lamp Sales Division of Westinghouse Electric Corp. His territory includes Arkansas, eastern Missouri, western Tennessee, northern Mississippi and southern Illinois, with branch offices at Little Rock and Memphis.

"General conditions in our territory are good," Pete Garner, secretary-treasurer of Hayes & Hopson, Inc., Asheville, N. C., reported last month.

"Virgil Moss has been added to our sales force and is doing a nice job," Don Sanders of Farmington Auto Supply Co., Farmington, Mo., reported last month.

"We recently added the Spicer line," reported J. B. Cook Auto Machine Co., Inc., at Little Rock, Ark.

See this and other Herbrand Tools
at the Southwest Automotive Show . . .

BOOTH Z-103

Herbrand's
TOOL-OF-THE-MONTH
all purpose
**ELECTRICAL
PLIER**

No. 150



ACTUAL SIZE

it cuts...
it crushes...
it strips...
it bends...

Herbrand's new plier No. 150 is specially designed for electrical, ignition, radio and general purpose work. Unequaled for use on relay, distributor, generator, dash panel, lights and all other automotive electrical service.

Two sharp side cutters, a wire crusher, a stripper and two jaws for bending wire . . . one round . . . one square . . . truly an all-purpose plier that every mechanic should have.

The No. 150 is made of special tool steel, drop forged and heat treated through and through to the very heart of the metal. Both the flat and round jaws have milled teeth for sure gripping. Overall length is 6' yet it weighs only 4½ ozs. and is perfectly balanced. Manufactured in Germany, B. Z. to rigid Herbrand specifications. Expertly finished in gunmetal with heads brightly polished.

Mechanic's net \$2.50

The No. 150 Electrical Plier is Herbrand's current Tool-of-the-Month selection. See it at your Herbrand distributor, or write us



Herbrand Tools, Fremont 8, Ohio



43 Members Are Added To MEMA Roster

DURING the past year 43 members were added to the roster of Motor & Equipment Manufacturers Association, General Manager A. H. Eichholz announced. Fifteen credit-service subscribers and 33 AAR associate members were also added.

At present the association has 538 members, 462 credit-service subscribers and 287 AAR associate members, a total of 1,287.

Thurston Supervises East For McQuay-Norris

JOHAN F. Thurston has been appointed eastern zone sales manager for the McQuay-Norris Manufacturing Co., St. Louis, Mo., it has been announced by Charles C. Tapscott, vice-president in charge of sales promotion.

He will supervise all salesmen and district managers throughout the eastern seaboard.

Atlantian Sponsors SAE Social

Piston Ring & Parts Co., Atlanta, sponsored the social hour at a recent meeting of the Atlanta group of the Society of Automotive Engineers. Guest speakers at the meeting were Norm Hertz and Russ Riley of Thompson Products, Inc., who discussed valves and valve rotation. "It was a very successful meeting with a large turnout," reported Ernie Troutman, partner in Piston Ring & Parts.

"There is a slight increase over the same period last year," reported Miss Christine Watson, bookkeeper for Automotive Parts Co., Texarkana, Texas, when asked about general business in that territory.

"We are tightening up on credit and collecting old accounts, telling some of the slow accounts, 'No pay — no merchandise,'" Owner G. K. Linkous of Link's, Danville, Va., commented last month.

"Cliff Hyatt and Jack Brown recently returned from Florida vacations—neither with good fish stories but plenty of \$500 tan," Secretary-Treasurer Pete Garner, Hayes & Hopson, Inc., Asheville, N. C., reported.

Texan Holds Brake Clinic

Marlin Jordan Brake Service, Waco, Texas, recently sponsored a sales clinic on the World Bestos line for jobbers of central Texas. John P. Mycure conducted the presentation.

Ty Mashburn has been promoted to purchasing agent for J. B. Cook Auto Machine Co., Inc., Little Rock, Ark. Joe Simmons, Harry Cia and James Petray have been added to the counter

force and Mrs. Fay Harmon has joined the company as price clerk.

"We have opened another branch in Corpus Christi, complete with machine shop," Buddy Hamil, vice-president of Motor Supply, Corpus Christi, Texas, reported last month.

Horace Coffield is now a member of the regular counter force of Farmington Auto Supply Co., Farmington, Mo.



ARE YOU A FIRST ORDER VICTIM? My Tenth Order of Rags Satisfactory as My First!

Wipe-Master wiping cloths do not scratch! That means more satisfied customers for you. That means more money! Wipe-Master cloths are carefully sterilized and processed—always dependable! Customers such as Esso Standard Oil Company, Counts Automotive Supply Co., C. D. Franks & Company, Inc., National Carbon Company and many

others insist on Wipe-Master for all requirements. The makers of Wipe-Master recognize the exact needs of the automotive trade and never let their customers down. More and more garages and service stations are insisting on Wipe-Master brand cloths every day. Phone your jobber today, or write direct for the name of the Wipe-Master jobber nearest you.

JOBBER: Your inquiries invited. It means more satisfied customers to you!

WIFE-MASTER

Wiping Cloths

SOUTHERN WIPERS, INC.

511 EAST 25TH STREET • CHARLOTTE, NORTH CAROLINA



Mountjoy Heads Committee For Oklahoma Meeting

C. H. MOUNTJOY, Mountjoy Co., San Antonio, Texas, is chairman of the committee of seven NSPA wholesaler members which is making arrangements for the association's regional business meeting at the Oklahoma Biltmore Hotel, Oklahoma City, on April 25, according to J. L. Wiggins, NSPA's executive vice-president.

Assisting Mountjoy are: L. W.

Barnett, Cogdell Auto Supply Co., Fort Worth; Doyle Moore, Automotive Supply Co., Little Rock; C. B. McMillan, Standard Motor Supply, Inc., Tulsa; D. L. Naylor, Auto Spring and Supply Co., Wichita Falls, Texas; Joe S. Owens, Owens Supply Co., Enid, Okla., and Paul Woolwine, Woolwine Supply Co., Pratt, Kan.

"Mobilize for Action!" will be the theme of National Standard Parts Association's second 1951 regional business meeting. All talks and presentations will pro-

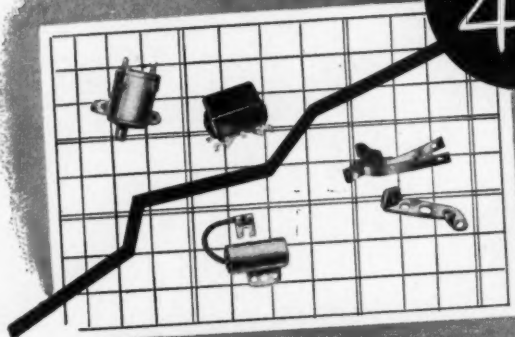


Mr. Mountjoy

Business is Great

WITH THE

BASIC
48



SORENSEN'S BASIC 48 guarantees you an ignition department that makes real money. Build your business around this fast-moving stock. It's a "blue chip" proposition all the way down the ignition line...it takes care of 91% of all volume sales!

Call your Sorensen jobber for details on this amazing profit-producing program.

P. SORENSEN MANUFACTURING CO., INC., WOODSIDE, N. Y.

- ignition parts
- carburetor kits
- cable and wire

vide up-to-the-minute information and assistance to wholesalers on management, manpower and materials so that they will be better prepared to resume their key wartime role of mobilizing the automotive service industry's resources to keep essential transportation rolling.

The meeting will get underway at 9:30 a. m. and conclude with a luncheon at 12:30.

Principal speakers include the following NSPA officers, directors, and staff members: President Charles C. Tapscott, who is vice-president in charge of sales promotion, McQuay - Norris Manufacturing Co., St. Louis; Senior Vice-President Fred S. Roberts, president of Phelps-Roberts Corp., Washington, D. C.; Junior Vice-President Charles A. Klaus, sales manager for Maremont Automotive Products, Inc., Chicago; Director L. W. Barnett; Vernon Kleier, general manager and partner of Jarvis Auto Supply Co., Winfield, Kan.; Harold T. Halfpenny, legal counsel, and Wiggins.

Another business meeting similar to the one in Oklahoma City will be staged in Atlanta on May 9.

Barckley Storey, president of **Womwell Automotive Parts Co.**, Lexington, Ky., and **Paul W. Shaw**, purchasing agent, attended the **Warehouse Distributors** meeting in Chattanooga, Tenn., recently.

* * *

"Business is good. The country needs rain. Money is tight," reported Vice - President **Buddy Hamil** of **Motor Supply**, Corpus Christi, Texas, when asked about general conditions in his territory last month.

Voss-Hutton-Barbee Names Duckworth, Westbrook

E. B. DUCKWORTH has taken over the territory formerly worked by Henry Duke and Aaron C. Westbrook has replaced Jack Lay in the city territory, W. F. Barbee, president of Voss-Hutton-Barbee Co., Little Rock, Ark., announced last month.

Richard Jones has joined the company as stores supervisor.

Texan to Head DeLuxe Oil-Filter Division

J. F. "JIMMIE" Austin of Dallas, Texas, has been named to head the separate Oil Filter and Industrial Sales Division of DeLuxe Products Corp. of LaPorte, Ind.

Austin formerly represented the company in the Southwestern territory.

Thor Advances Bergen

Clarence B. Bergen, service engineer in the St. Louis, Mo., territory of Independent Pneumatic Tool Co. since 1946, has been named manager of the Cleveland branch. While at St. Louis, he covered Missouri and Arkansas.

Walker Appoints Congdon

Keith Congdon is now sales representative for Walker Manufacturing Co. of Wisconsin in the territory that includes western Kentucky. He will headquarter at Indianapolis, Ind.

Burton Opens at Brownsville

Burton Auto Supply has opened a branch at Brownsville, Texas, Reeves Russell reported. Eugene Vaughn will manage the new store.

"General conditions in our territory are fair," F. J. Cope, owner of Cope Distributing Co., Bennettsville, S. C., reported last month.

"General conditions in our territory are good," R. A. Nix, buyer for Jenkins Automotive Parts Service, Columbia, S. C., reported last month.

"We recently added the Kalamazoo line of appliances," reported G. K. Linkous, owner of Link's, Danville, Va.

Auto Spring Holds Clinics

"Auto Spring & Supply Co., with the cooperation of 15 manufacturers, recently held a week of very successful equipment clinics in Abilene and Sweetwater, Texas," Clyde Bassett, sales manager of the Wichita Falls, Texas, firm, reported last month.

Grote Appoints Georgians

Automotive Parts Distributors of Athens, Ga., has been appoint-

ed representative for the Grote line of safety lighting equipment in Georgia, Florida and Alabama.

"We recently added Perfect Circle rings and Nurlizer for pistons to our lines," reported R. H. Curby, owner of Curby Auto Supply Co., Ottawa, Kan.

"General conditions in our territory are bad because of the wheat failure," Frederick Automotive Supply Co., Frederick, Okla., reported last month.

Facts...

On SPONTANE STEAM CLEANERS

The SPONTANE STEAM CLEANERS, with the following outstanding features, are the finest steam cleaning units ever made.

1. Quadruple pumping unit handles water, chemical solution and fuel oil simultaneously. All units working in unison guarantee balanced operation for maximum efficiency.
2. Double protection for heating coils and steam hose is provided by twin pumps furnishing a full flow of water at all times.
3. Properly mixed chemicals are assured by a single pump unit, devoted exclusively to this purpose, that eliminates failures from clogged coils due to inferior or poorly mixed compounds.
4. Metered fuel oil is provided by another pump unit for full heating efficiency under all operating conditions.
5. Hydro-Therm Flow increases efficiency of chemical detergency more than 50% by keeping the solution HOT while machine is operating. This advanced engineering cuts down on operating costs and, at the same time, results in BETTER CLEANING JOBS.

Write us for further particulars

HALLS, INCORPORATED
110 PEAR ST. S.E. ATLANTA, GEORGIA

SPONTANE
STEAM CLEANER

Southwestern AEA Meeting Draws Nearly 300 at Dallas

Nearly 300 members and guests attended a two-day meeting for Region No. 4, the Southwest, in Dallas, Texas, of the Automotive Electric Association, with two morning sessions and speaking programs and the afternoons devoted to booth conferences. The dates were March

21 and 22.

S. W. Potter, executive secretary, Detroit, said registration was 291 in this, the first of five regional conferences on the calendar for AEA. The Southwestern district consists of Texas, Oklahoma, Arkansas, Louisiana, Kansas and parts of New Mexico

and southern Colorado.

Speakers included J. W. Potter, association president, with a report on AEA activities; L. W. Martin, general sales manager, United Motors Service, on "Inventory, the Heart of Your Business;" Col. J. O. Dotson, North Texas Motor Co., Wichita Falls, on "Car Dealer-Service Distributors Relations" and Trent Root, comptroller of Southern Methodist University.

The regional meeting was arranged by a committee headed by Kindel Paulk, Wichita Falls, Texas, regional director, and W. H. Thomas, Dallas, co-chairmen, and these members: Paul Bradley of Port Arthur, H. L. Constant of Austin, J. J. Gibson of Dallas, Paul Mellenbreueh of Pharr, Scott H. Wilkie of El Paso and Date Wilson of Amarillo, all of Texas; J. C. Hamilton, Jr., of Tulsa, Okla.; Max Marsau of Sterling, Colo.; L. F. Peterson of Kansas City, Mo.; Lee Thorn of Wichita, Kan.; A. H. Vogler of Denver, Colo., and Mark H. Wilson of Albuquerque.

The program listed the following participating manufacturers:

American Bosch Corp., Auto-Lite Battery Corp., Bendix Products Div., Briggs and Stratton Corp., Carter Carburetor Corp., Eclipse Machine Div., Electric Auto-Lite Co. (Parts-Service and Merchandising Divisions), Fairbanks, Morse and Co., Holley Carburetor Co., Houdaille-Hershey Corp., Leece-Neville Co., Marvel Schebler Products Div., Packard Electric Div., Purolator Products, Inc., Scintilla Magneto Div., Stewart-Warner Corp., Trico Products Corp., United Motors Service, Weatherhead Co. and Zenith Carburetor Div.

A similar meeting was planned for Atlanta, Ga., April 9-10.

Amarillo Firm Opens

E. F. "Gene" Kendall, formerly with Automotive Supply, Amarillo, Texas, has opened a jobbing business at 607 South Jackson, Amarillo. The company is called Southwest Auto Supply Co.

McWilliams Joins 555, Inc.

J. W. "Mac" McWilliams has joined the purchasing agent's office of 555, Inc., Little Rock, Ark., where he will work with Milton Faxon. McWilliams has been in the parts business 20 years.

**A Single Product or a Dozen ..
ALL FROM ONE SOURCE**



KING BOLT SETS SPRING SHACKLE SETS



KING BOLT SETS

- ENGINEERED TO CAR MANUFACTURER'S SPECIFICATIONS
- BUSHINGS—SAME AS ORIGINAL EQUIPMENT
- COMPLETE WITH ALL NECESSARY PARTS
- AVAILABLE FOR ALL POPULAR CARS AND TRUCKS

SPRING SHACKLE SETS

- DUPLICATES OF ORIGINAL EQUIPMENT
- HEAVY GAUGE STEEL BARS FOR EXTRA STRENGTH
- LONG LIFE STUDS — FIBRE BEARING LUBRICATED
- COMPLETE LINE AVAILABLE FOR POPULAR CARS AND TRUCKS



Inquiries Invited

CHEFFORD MASTER MFG. CO., INC.

FAIRFIELD, ILL.

Manufacturers of

Tie Rod Ends	Water Pumps	Fuel Pump Parts
Drag Links	Water Pump Repair Kits	Fuel Pump Kits
Front End		Push Rods
Suspension Parts	Front Wheel Bearings	Gas Strainers
Coil Springs	Clutch Release Bearings	Piston Pins
King Bolt Sets	Stop Light Switches	Ball Housing Supports
Shackle Sets	Hydraulic Brake Kits	Distributors
	Hydraulic Brake Hose	



**Means SATISFIED CUSTOMERS
BIGGER PROFITS!**



"Big, easy profit deals also have a catch..."

"Any time someone offers you a parts deal where there is a big, fast profit, you can be sure there's a reason. There has to be. People aren't giving money away. Those outfits that produce substitute replacement parts have nothing to lose and if anything goes wrong, it's your reputation for honest workmanship that always takes the beating. That's why I'm sticking strictly to Original Factory Parts that have been tested and proven right by the car manufacturer."

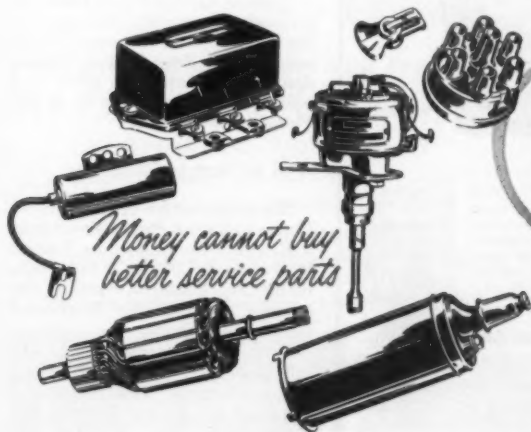
J. J. Austin, 616 Marshall, Memphis, Tenn.

The outstanding customer satisfaction Auto-

Lite Original Factory Parts afford service men is proved by this fact: more than half of America's car makers specify Auto-Lite. Make the wise choice of original factory parts and protect your honest workmanship . . . and build your business, your reputation and your profits. For full information, write to

THE ELECTRIC AUTO-LITE COMPANY

Toledo 1 Parts & Service Division Ohio



TUNE IN "SUSPENSE" ... CBS RADIO THURSDAYS ... CBS TELEVISION TUESDAYS

"Tested Quality" HELPS YOU DELIVER
AMERICA'S FINEST ELECTRICAL SERVICE

From blueprint to finished product, constant inspection and testing of all Auto-Lite Original Factory Parts assures quality of unfailing dependability . . . and is proven by exhaustive tests of leading automotive engineers who specify Auto-Lite as Original Factory Equipment on leading makes of many of America's finest cars and trucks.



Willard Awards Trophy To Cleveland Group

WILLARD Storage Battery Co. last month awarded its annual silver trophy for the outstanding sales district to members of the Cleveland territory, which includes Ohio, West Virginia and parts of Kentucky, Pennsylvania and New York.

District representatives who helped achieve the 1950 record for the territory include: E. V. Burnett, L. E. Chappell, W. B.

Cleveland, E. G. Shaw, R. E. Mad-dox and R. T. Snedden.

Avon Auto Supply Moves

Avon Auto Supply, Inc., Avon Park, Fla., moved recently to 101 West Main St.

"We recently added **John A. 'Alex' West**, formerly of Tallu-lah, La., to our counter sales force," Sales Manager **Clyde Bas-sett of Auto Spring & Supply Co.**, Wichita Falls, Texas, said.

Southeast Signs Up 282 Sponsoring Outlets

At the time of the space drawing last month, 153 sponsoring jobbers with 129 branch stores had signed up for the Southeast Automotive Show, to be held May 10-13 at Lakewood Park, Atlanta. This makes a total of 282 outlets.

More than 150 manufacturers participated in the space drawing.

"The broad and extensive coverage of both branches of the automotive industry is far better than in any of our previous shows," commented Foster B. Steward, director.

29 years of leadership

THAT'S WHY I FEATURE AND PROMOTE

MARVEL *mystery oil*




Brother, if you aren't selling Marvel top cylinder lubrication, you aren't giving your customers the best. Test after test against its competitors has proven Marvel tops for greater ring, valve and piston protection. Marvel is a must in engines equipped with hydraulic valve lifts — keeps valves free at all times. Try Marvel Mystery Oil in your own car... then you'll always recommend it with gas sales, with oil changes.

ANOTHER PROFIT-BUILDER
MARVEL INVERSE OILER

Easy to install, insures power-synchronized feeding to vital upper-cylinder areas. Fully guaranteed for two years.



WHEN THEY BUY FROM THIS RACK, THEY ALWAYS COME BACK!

This Marvel display rack is free with your first shipment of Marvel products. Don't wait — place your order today — get set for Spring tune-up time!



See your jobber or write for information, Dept. 164

ENERGOL MANUFACTURING CO., INC.
 243 West 47th St., New York 19, N.Y.

Carter Supply Expands

Carter Auto Supply Co., Dallas, Texas, has leased the building adjoining its location at 1626 Industrial Blvd. The additional building will double floor space.

Jackson Company Moves

Brooks-Noble Auto Parts and Machine Co., Jackson, Miss., has moved to a new location at the corner of Gallatin and Highway 80. Plenty of room to park is a feature of the location.

Judd Directs Thermoid Ads

Thomas G. Judd has been appointed advertising manager of the Thermoid Co., Trenton, N. J., according to Fred Schluter, president. He formerly was editor and publisher of *The Pyramid* at Mt. Pleasant, Utah.

AAR to Meet in Oklahoma

The Automotive Affiliated Representatives in the Southwest will hold a meeting in the Empire Room of the Black Hotel, Oklahoma City, Okla., on April 26, the opening day of the Southwest Automotive Show.

"General conditions in our territory are good," Don Sanders of Farmington Auto Supply Co., Farmington, Mo., reported last month.



"After a good many years in the Service Division of the automotive industry, during which time I have used various makes of lubrication equipment, I can honestly say that I place Lincoln second to none. Its attractive appearance builds business and its fast, efficient operation builds profits.

"I have found that being able to give expert lubrication service helps build over-all service volume because when you have a car on the rack, you get a chance to see what additional repair work is needed."

S. E. Gower, Service Manager
East Point Chevrolet Dealer, Inc.
East Point, Ga.

"Lincoln LUBRICATING EQUIPMENT

Is Second to None in
Business-Building Appearance
and Profitable, Efficient
Service"

S. E. Gower, Service Manager
East Point Chevrolet Dealer, Inc.
East Point, Ga.

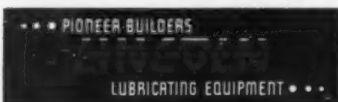


Build Lubrication Volume and Profits

with **Lincoln** *StylEngineered*
LUBRICATING EQUIPMENT

- BUILDS Customer Confidence
- ASSURES Fast, Easy Operation
- PROVIDES Trouble-Free Service
- INSURES Guaranteed Dependable Performance

Replace Lost and Damaged Fittings with LINCOLN BULLNECK* FITTINGS



The modern fitting with the Ball-in-the-Top... the choice of original equipment manufacturers in the automotive and farm implement industries. Seals dirt out... grease in.

For the complete story on how you can increase your profits with Lincoln Business-Building Equipment, ask your Lincoln Jobber — or write for brochure entitled "StylEngineered Lubrication Departments."



LINCOLN ENGINEERING COMPANY • 5708 Natural Bridge Avenue, St. Louis 20, Missouri

SOUTHERN AUTOMOTIVE JOURNAL for APRIL, 1951

Virginias-Carolinas Group Recommends 48-Hour Week

RESOLUTIONS requesting NSPA and MEWA to use their influence in having the 48-hour work week restored were adopted by the Virginias-Carolinas Automotive Wholesalers Association at its spring meeting in Greensboro, N. C., March 21-22. (See photo on page 170.)

A 48-hour week would help relieve the national labor shortage and also reduce the cost of national re-armament, the resolution set forth.

"Attendance was the largest in the history of the organization and interest in the many problems which were presented for

discussion was very keen," said W. W. Morse of Morse-Parker Motor Supply, Inc., the outgoing president. "The discussions were participated in by many of the distributors present."

William T. Kennedy of National Standard Parts Association discussed Regulation 4 of National Production Authority and its application to automotive wholesalers. This regulation authorizes the use of the "DO-97" rating in obtaining supplies for maintenance, operating and repair for all types of businesses.

R. Steven Gibbs, chief chemist of the U.S.N. Shipyard at Portsmouth, Va., discussed the atomic bomb and what might be expected in case of an atomic-bomb attack on this nation.

H. Lester Flowers of The Flowers Co., Hickory, N. C., was elected president to succeed Morse. W. H. Rockafellow of The Parts Co., Columbia, S. C., was elected vice-president, and H. R. Parris of Motor Parts & Gear Co., Charlotte, N. C., was elected secretary-treasurer.

All sessions of the spring meeting were held at the O. Henry Hotel in Greensboro. The next meeting will be in October, the place to be selected later by the executive committee, which is composed of the officers.

Minyard Buys Baker Interest

John Minyard has purchased all interests in Baker's Auto Supply, Edinburg, Texas. The name has been changed to Minyard Auto Supply.

Brewer of Whitaker Dies

Victor W. Brewer, vice-president in charge of special accounts for Whitaker Cable Corp., Kansas City, Mo., died last month after a several months' illness.

"General conditions in our territory are fair," reported Owner R. H. Curby, Curby Auto Supply Co., Ottawa, Kan., last month.

"General conditions in our territory are slow," Owner John D. Gift, Dunbar Motor Parts Co., Dunbar, W. Va., reported last month.

"General conditions in our territory are excellent," Owner G. K. Linkous of Link's, Danville, Va., reported last month.

ANNOUNCING

New **DISPLAY CARTON MERCHANDISERS**

RADIATOR PRESSURE CAPS

Badger RADIATOR PRESSURE CAPS

A COMPLETE ASSORTMENT OF

Badger

RADIATOR PRESSURE CAPS

Badger TOOL & MANUFACTURING CO.
1501 WEST POLK STREET - CHICAGO 7, ILLINOIS

ACT NOW to Save Man-hours

**Keep customers and
engines humming...
in spite of mounting
manpower shortages!**

Mounting manpower shortages add another important reason why you should *act now* to put the complete SUN Diagnosis Program to work in your shop. Make sure that you have the very *latest* types of SUN Diagnosis Instruments. Arrange now for SUN Training for your operators.

This complete SUN Diagnosis Program will save precious hours of manpower for you. By substituting scientific testwork for rule-of-thumb guess-work, you'll not only increase shop efficiency and profits to all-time highs but you'll insure customer satisfaction that will pay-off in many years of stable, profitable business. In addition, you become one of the thousands of SUN Diagnosis Stations that are helping to strengthen America's vital transportation arm.

Your local SUN Representative will be glad to help you get started. Why not call him today or write for your complimentary copy of "Dollars from Diagnosis" Booklet, explaining the procedures, equipment and mechanic training in full detail.



don't guess...TEST!
Sun
ELECTRIC CORPORATION
Dept. A, 6331 Avondale Ave., Chicago 31



An Army of over 300 SUN Field Representatives keep the SUN Testing Program in high gear. They provide on-the-job training for thousands of

mechanics yearly... they service equipment and keep a constant check on the efficiency of scientific testing procedures. To insure a

constant supply of highly skilled advanced operators, SUN also maintains 17 strategically located Technical Training Schools.

R-5411R



This spadework by Alonzo G. Decker, vice-president and general manager, marked the beginning of a "spring planting" by The Black & Decker Manufacturing Co.—a 100,000-square-foot branch plant at Hampstead, Md. Officials expect the branch to be in operation by early spring of 1952, employing 300 to 400 people in the manufacture of its lines of electric tools.

News Briefs

(Continued from page 77)

and the final figure for the year was 59.9 per cent. This compares with 63.7 per cent at the end of June, 1949, and 59.6 per cent for that year.

With all the increased activity, inventories of new and used cars and trucks were not excessive at the year's end. The average new-passenger-car inventory was a fraction less than ten per dealer, up from seven at the end of 1949. Average new-truck inventory was 2.6 per dealer, down from 3.3 the year before.

Stocks of used vehicles in dealers' hands at the end of 1950 averaged 23 a dealer, a rather substantial increase from the average of 18 at the end of 1949. On the basis of sales turn-over, however, inventories in 1949 represented a 34 days' supply and only a 30 days' supply in 1950.

The average cost per used car in inventory rose from \$598 at the end of 1949 to \$730 in 1950. This increased the average dollar investment per dealer in used-car stock from \$10,891 in 1949 to \$16,642 in 1950.

Forty-one per cent of used cars in stock were reported as having been in inventory 30 days or longer.

Forward buying of parts and accessories in anticipation of expected production shortages brought inventories up sharply from a year ago. Increases ranged from 12 per cent for the smaller dealers to 19 per cent for the larger ones. The average for all groups was 16.2 per cent.

Parts stocks represented a six months' supply over-all.

About 71 per cent of the families in the United States own passenger cars and one third of the families are new-car buyers, according to the Automobile Manufacturers Association.

A RECORD TO BE PROUD OF—

15 YEARS OF NOTABLE SERVICE TO THE AUTOMOTIVE INDUSTRY

WARCO HYDRAULIC BRAKE FLUID

Why take chances? Play safe! Refill your customers brake system with WARCO HYDRAULIC BRAKE FLUID — the brake fluid with a 15 year reputation of safety and trouble-free performance.

Motorists and mechanics everywhere are well acquainted with laboratory controlled WARCO. They know the name WARCO is their assurance of quality and uniformity year in and year out.

OTHER WARCO PRODUCTS

WARCO Hydraulic Transmission Fluid
(For Hydraulic Transmissions on General Motors Cars)
WARCO Grade "A" Heavy Duty Brake Fluid
WARCO Shock Absorber Fluid No. 200
(For Houdaille Shocks)
WARCO Knee Action and Shock Oil No. 100
(For Lovejoy, Delco, Monroe shocks)
WARCO Mo-Tun-Up
(A Motor Break-in oil)
WARCO Liquid Radiator Flush
WARCO Rub-A-Lube
(For Shackles and fittings)
WARCO Penetrant
WARCO General Purpose Oil
WARCO Windshield Cleaner
WARCO Replacement Universal Joint Boots
Ask your jobber or write us.
Sole Manufacturers of WARCO Grade "A" Products
WARWICK LABORATORIES CO.
234-42 CLEVELAND STREET, BROOKLYN, N. Y.

WAREHOUSES

Herman J. Downey Co.
Birmingham, Ala.
Parts Warehouse Co.
Dallas, Tex.
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Houston, Tex.
West Coast Rep:
M. L. "Budd" Cohn
Los Angeles, California

WARCO

The Dr. Fine
CHEMICAL LINE

BOWER

**get 'em
from your
FEDERAL-MOGUL
jobber!**

**Yes! You can get famous Bower
Roller Bearings through your Federal-Mogul
jobber NOW!**

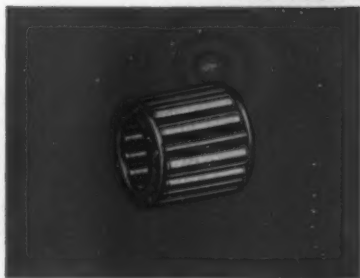
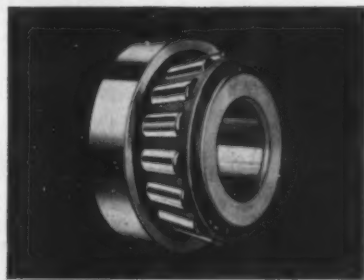
**Two of the best-known names in automotive
bearings cooperate in bringing to
you this better service; to meet your roller
bearing needs accurately and quickly.**

**Federal-Mogul jobbers provide Bower's
complete coverage of tapered roller bearing
applications, plus popular numbers in straight
roller bearings. Ask your Federal-Mogul
jobber—ask him today!**

FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)

DETROIT 13, MICHIGAN



Are Your Car Tires Noisy? It's All for Your Safety!

MOTORISTS who object to the occasional rumble or hum of tires should know these sounds are in the interest of their safety, William F. Billingsley, manager, tire construction and design for The B. F. Goodrich Co., Akron, Ohio, told members of the Society of Automotive Engineers at a re-

cent meeting at Detroit.

Perfectly noiseless tires could be built tomorrow but only at the sacrifice of good anti-skid characteristics, Billingsley said. A silent tire would not develop enough frictional force for proper starting, stopping and steering ability at high speeds.

Now, more than at any time in the past five years, car owners want to make car seats
LIVE LONGER, LOOK YOUNGER



Featured in Saturday Evening Post ad! Crump Plastiquilt Style, in nationally advertised SEALTUFT quilted plastic and LUMITE woven plastic. This is only stock seat cover we know of using SEALTUFT across top, sides and entire

back of backrest, plus front and sides of seat!

This Crump cover will be featured in half page, two color SealTuft ad in Saturday Evening Post.

FREE! Write for catalog with samples of actual materials.

B. T. CRUMP COMPANY INC.

Richmond: 1310 E. Franklin St.
Atlanta: 1024 Crescent Ave., N.E.

The industry's problem is to find out at just what point tire noise becomes a nuisance and distraction to most drivers, according to Billingsley. Tire engineers literally keep an ear to the ground to get the facts on tire noise.

"Although sound patterns and intensities can be obtained with noise analysis equipment, the point at which sound becomes annoying and the frequency which produces this sound is hard to find and evaluate," he said. "We still have to get out and get under to try to get the real answer."

Billingsley reported that tire hum has been reduced by employing smaller design pattern elements, varying the length of design elements around the tire to set up wave interference patterns, by designing the tire so that the resulting pitch will be above normal audible range, and by sizing design elements so that the tone produced is less disturbing. A sound similar to a wind whistle or swish is not likely to annoy the driver.

Billingsley disclosed that thousands of variations in tread patterns, tread treatments and rubber compound have been made by the tire industry in its search for the quiet tire with good anti-skid quality.

Austin Sales in U. S. Increase in 1950

SALES of Austin cars in United States in 1950 were 50 per cent over the 1949 figure, Joseph Dudley, vice-president of the Austin Motor Co., Ltd., England, announced last month.

Sales in 1950 were 5,452, compared with 3,642 in 1949. The most popular model was the four-cylinder, 40-horsepower "Devon" sedan, Dudley said.

"Our only worry in 1951 is our ability to supply the demand," said Dudley. The company now has more than 700 dealers in North America.

Plymouth Leaders Head South

Leading retail salesmen of Plymouth Motor Corp. were awarded a ten-day, all-expense holiday in Mexico recently, according to R. C. Somerville, general sales manager. The 15 leading salesmen in each of the division's 12 regions were invited to take the tour. A deep-sea fishing tournament was one feature of the tour.

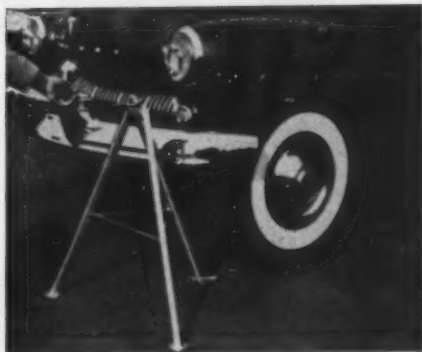
OTHERS Are Doing It-- WHY Not You???

WHAT-- Featuring and selling the Bumper
Jacks that dominate the market

**UNIVERSAL
TRIPOD SAF-T-LIFT**

*Safety Unexcelled — Quick Action
— Simplicity in Operation.*

This Bumper Jack is the sensation of not only the trade, but of the year. It's practically impossible to upset. Anyone can operate it. Sturdily built — rust resisting finish. Easy to store — folds compactly. Ball bearing action. Lifting range 24½". Uneven ground doesn't bother it.



Retail List ONLY \$9.95

Other Profit Making VULCAN Products

**ACE-HY UNIVERSAL
HYDRAULIC BUMPER JACK**

Won't distort, twist or mar bumpers. It's unusual two point contact and swinging hook grips bumper and prevents side-slipping or swaying. NO OTHERS HAVE IT. This with the Tripod SAF-T-LIFT gives you a complete hydraulic and mechanical jack line that can't be beat.

LIST PRICE \$12.50

SUPER AIR Cleaner Service Unit which makes cleaning air cleaners a profitable operation.

A Necessary Equipment ITEM in Every Service Station and very profitable besides.

ASK YOUR JOBBER

If he is out of stock or doesn't carry them — write us for nearest source of supply.

Further details upon request.

VULCAN MANUFACTURING CO. INC., Winona, Minn.

IS CAR WASHING

a pain in the neck

FOR YOU?



How Do
YOU
Wash Cars?



FREE!

Send For This
Folder — Today

AT LAST you can really make money on car washing!

Wavewash—the original Automatic Jet Car Washer—is revolutionizing car washing—turning it from an unprofitable accommodation into a money-making operation! In state after state it is now piling up new profits for service stations, garage owners and car dealers!

The new, free folder, "How Do You Wash Cars?" will open your eyes to the profits you, too, can make with Wavewash Car Washing. Write for it today!

Sales Representatives Coast to Coast

WAVEWASH

The Original Automatic Jet

CAR WASHER



JOBBER: A few choice territories still open. Write today.

PHILLIPS PUMP & TANK CO.

Service Station Equipment for Over 30 Years

OPS Appoints Bryan For the Southwest

Roy Bryan has been named director of the automotive division for Region 10 of the Office of Price Stabilization. He will direct liaison between the district offices of OPS and the automotive trades in the Southwest.

Bryan entered the automotive business in 1913 with Ford Motor Co.'s sales office at Dallas. During World War II he was head of the automotive section of the Office of Price Administration staff.

Since the end of the war, he had operated his own used-car and automobile-loan business.

U. S. Rubber Film Shows Use of Rubber Products

"SPEAKING of Rubber" is the title of a 16mm sound motion picture produced by United States Rubber Co. to show the uses of rubber in the daily lives of individuals and industries.

The film may be obtained for showings to clubs, schools and other organizations from United States Rubber Co., Public Relations Department, 1230 Avenue of the Americas, New York 20, N. Y. The only cost is for shipping fees.

Fire Damages Jordan Co. At Natchez, Miss.

A FIRE originating in the repair and storage department of the Jordan Automobile Co., Natchez, Miss., last month caused damage estimated at \$100,000, according to President Orrick Metcalfe.

In addition to the damage to the building, 28 automobiles and trucks were destroyed, including a number of new vehicles.

Casner Heads El Paso Group

Norman Casner has been elected president of the El Paso, Texas, Automobile Dealers Association. Jay Dawson is vice-president and Ed Casner is secretary-treasurer. Directors include Cecil Thompson and H. D. Fulwiler, the outgoing president of the association.

Fauquier Dealers Organize

The automobile dealers of Fauquier County, Va., have organized an association with Ray Wilson, Ford dealer of Catlett, as president for the first year.

THIS NATKIN
BUILT

APPEARANCE SERVICER

Builds^{extra} profits FAST!



Buy this Natkin-Built unit NOW. It will pay for itself in no time at all; especially during the next few months. A Natkin Appearance Servicer actually CREATES cleaning and polishing jobs!

Its very APPEARANCE advertises your facilities. Also... your Natkin Appearance Servicer helps to get the jobs done better, quicker and with less effort... less cost.

A place for everything... everything in its place... where you need it... when you need it. Tower unit with extra shelf keeps polishing machine, other materials, within easy reach. Brings the "Appearance Servicing" department to the job!

AVAILABLE NOW FROM
YOUR JOBBER, \$59.50

MODEL 9525



SAFE, large, non-skid
standing area



Large lock-up storage
compartment



Completely portable

VISIT US AT
SOUTHWEST SHOW BOOTH 3

NATKIN SERVICE EQUIPMENT

Also... Contract items made to specifications... phone, write or wire



ENGINEERS • MANUFACTURERS
1601 S. HANLEY RD. • ST. LOUIS 17, MO.

Write for descriptive information on complete line



NPA Slashes Tire and Tube Delivery and Inventories

THE National Production Authority has announced a 25 per cent cut in deliveries of tires and tubes for new passenger cars, effective April 1.

Several car manufacturers immediately eliminated the spare tire and tube from new cars.

Inventories of distributors, in-

cluding wholesalers and retailers, are limited to a 30-day supply under the NPA order.

The NPA said manufacturers will be allowed to deliver only 75 per cent as many tires and tubes to passenger-car makers for use as original equipment during the second quarter of this year as

they did during the first quarter.

The cut was ordered because of mounting defense use of rubber and a loss of about 4,000 long tons in the production of synthetic rubber expected in April, officials said. Fires and other operational difficulties at synthetic plants plants were blamed for the loss in expected production.

The amount of rubber available for civilian use in April will be about 7,500 long tons less than the monthly average during the first three months of the year, the NPA advised the rubber industry.

Figures made public by the government agency indicated that military use of rubber in April will jump to 14,000 long tons from a monthly average of 8,500 long tons in the first quarter.

The tire and tube deliveries for new passenger cars may cut deeper than the reduction already ordered in steel for new cars. NPA recently ordered car makers to use 20 per cent less steel in the second quarter of this year than in the first quarter.

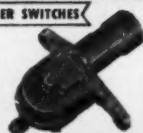
The April supply of rubber for less essential uses will be reduced further by an NPA order setting aside 5,000 long tons of the total civilian rubber allocation to fill defense-rated orders for essential rubber products.

A forthcoming amendment to its basic rubber order will not permit use of the so-called "DO-97" priority rating to be applied to orders for solid tires, pneumatic tires or tubes, NPA said. Businesses use the rating to obtain supplies for maintenance, repair and operation.

A total of 96,000 long tons of rubber will be available for defense and civilian use in April. This compares with an average monthly consumption of 98,000 long tons during the first quarter.

PREFITTED IGNITION PARTS

DIMMER SWITCHES



KEM

Prefitted

CONTACT POINTS



THE BETTER THE IGNITION PART THE LONGER THE MILEAGE

CONDENSERS



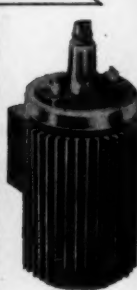
Kem prefitted ignition parts are known the world over. Kem is an honored name in the automotive field and justly merits its fame and leadership. Over thirty years of scientific research and automotive engineering experience have gone into its automotive replacement parts and equipment of dependable stamina and unexcelled quality.

VOLTAGE REGULATORS



REPLACE • REPAIR • REBUILD WITH KEM

IGNITION COILS



PARTIAL LIST OF IGNITION PARTS MADE BY KEM

Contact Points	Voltage Regulators
Condensers	Cutouts
Coils	Bushings
Heads	Horn Relays
Rotors	Headlight Relays
Generator Brushes	Starter Switches
Starter Brushes	Stoplight Switches
Dimmer Switches	Lock Switches

In addition Kem manufactures the famous Fuel Pump with the "Lifetime" Bunaion Diaphragm, Fuel and Vacuum Pump Parts, Fix-A-Pump Paks, Fuel Filters, Testers and Tools.

MANUFACTURING COMPANY, INC.
P.O. BOX 1000, NEW JERSEY

Salesman Bell Leads Nash Memphis Zone

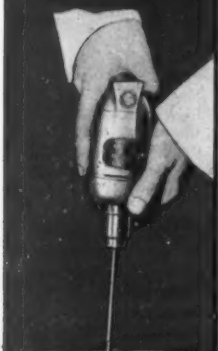
R. B. BELL of Rice Nash Motors, Pine Bluff, Ark., led the retail salesmen in the Memphis, Tenn., zone of Nash Motors Division during 1950. The award was presented at a banquet honoring retail salesmen in the zone who became members of the Nash Sales Honor Club.

J. E. Lamy, regional sales manager of the Central region, and R. J. Goodyear, zone manager, made the presentations. The banquet was held in Memphis.



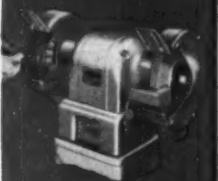
1

REMOVE CARBON from valve seats with B&D No. 1000 Carbide Carbide Bit. It's built with heat-treated carbide, so it's easy to remove all carbon with B&D Tool.



2

REMOVE CARBON from valve seats with B&D No. 1000 Carbide Carbide Bit. It's built with heat-treated carbide, so it's easy to remove all carbon with B&D Tool.



3

REMOVE CARBON from valve seats with B&D No. 1000 Carbide Carbide Bit. It's built with heat-treated carbide, so it's easy to remove all carbon with B&D Tool.

4 NEW B&D DELUXE SUPER-SERVICE VALVE REFACER quickly grinds an absolutely smooth surface on valve faces; grinds valve stems and tappets for exact clearance. Finest Valve Refacer ever built, this new model has improved engineering, speed, smoothness, versatility, completeness.



5 B&D VIBRO-CENTRIC VALVE SEAT GRINDER puts a mirror finish on any valve seat, hard to soft, quickly and accurately. Angle Drive model (shows) makes it easy to reach seats, in spite of obstructions, when motor is in place; gives comfortable working position when working on bench.



5 simple steps--

The Black & Decker Method of Profitable Valve Reconditioning!

Black & Decker was *first* with a completely new method of valve reconditioning. And it's still *first* in helping you turn out perfectly matched, gas-tight valve assemblies with *precision*, *speed* and *profit*! See your nearby B&D Distributor for demonstrations of the tools shown on this page. Write for free catalog to: THE BLACK & DECKER MFG. CO., 633 Pennsylvania Ave., Towson 4, Md.

*Trade Mark Reg. U.S. Pat. Off.

LEADING DISTRIBUTORS EVERYWHERE SELL



Black & Decker
PORTABLE ELECTRIC TOOLS

Visit our Booth No. 212-214 at Southwest Automotive Show — Oklahoma City — April 26-29

Willys Employment Hits High Level in March

EMPLOYMENT and payrolls at Willys-Overland Motors reached the highest level since World War II during March, Ward M. Canaday, chairman and president, reported.

On March 1, employment exceeded 12,100, with 9,834 employees at the home offices and factory at Toledo. The company plans to employ an estimated 1,200 additional workers at its An-

derson, Ind., plant, recently purchased for the production of General Electric J-47 jet engine parts, it was stated.

Payroll for March was at the annual rate of nearly \$41,500,000. Total payroll for 1950 was \$32,377,734, Canaday said, during which time average monthly employment was 8,700.

People in the 35 to 44 age group own about one fourth of the cars in the United States, according to recent figures.

Wilson Becomes President Of St. Louis Dealers

WALDO W. Wilson of Castles-Wilson Buick Co. was elected president of the Greater St. Louis Automotive Association, Inc., at a meeting of the board last month.

J. Rush James, Sr., of James Chevrolet, Inc., was named vice-president and George M. Berry of Berry Motor Car Co. was chosen treasurer.

Directors elected for two-year terms include: Chris Christen (Pontiac), M. Ray Crocker (Ford), James W. Mueller (Dodge-Plymouth), Byron H. Roberts (DeSoto-Plymouth) and Wilson.

Joseph A. Schlecht is secretary-manager of the group.

Known the World Over

THIS COMPLETE LINE OF

Hot-Dipped Galvanized

SUPER SERVICE STATION EQUIPMENT



For prompt delivery, you can take advantage of 112 years of continuous manufacturing "know-how" that has served the automotive industry from its very beginning.

BY these Triple-Tested, Nationally Advertised, Customer Accepted, Extra Heavy service products for longer life.

Many catalog numbers and specifications used commonly as standard by government procurement agencies.

Write for Your Catalog No. 36 today!
Also ask about rebates.



New Spillproof Oil Drednaught



No. 24 Drain-O-Kan



No. 32 Sealed Oil Dispenser



No. 026 Radiator Filler



No. 40 Auto Parts Pan



No. 24 Drain-O-Kan

DOVER STAMPING COMPANY

General Sales Office, 24 Lake St., Somerville 43, Mass. Plant, Fall River, Mass.

Winter Weather Is Over But Watch for Shocks

One of the worst winters in years is over now but some of its results are still around and mechanics would do well to watch out for them.

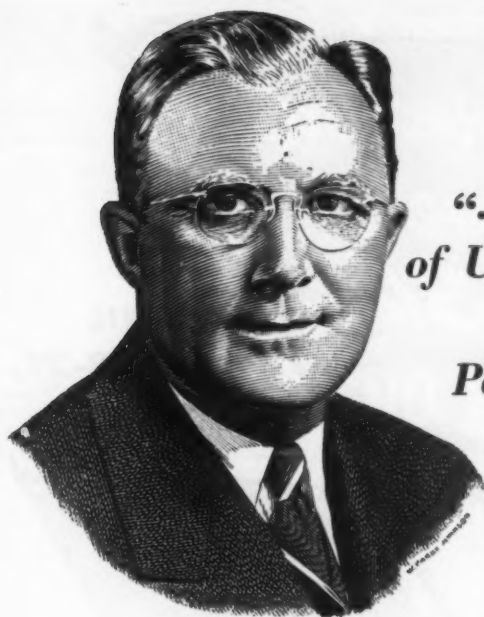
Driving over frost-rutted roads may have damaged shock absorbers, springs and front-end alignment. To assure his customers safe and pleasant driving, each shop might well give these units a careful check as the cars roll in.

Missourians May Tally Attendance Record

THE 12th annual convention of the Missouri Automobile Dealers Association, scheduled for the Hotel Jefferson, St. Louis, on May 14-15, seems all ready to set an all-time record for attendance, Manager James A. Gorman reported late last month.

"Never before has our registration exceeded 325 dealers," he said, "but that many at least had made advance registrations by the last week in March. As a result of this early influx, all our meetings were rescheduled to rooms accommodating 500 or more people. Judging by the interest shown, this meeting will be an outstanding one for the association."

(More News Briefs on page 193)



**"...\$26,500,000 worth
of U. S. Savings Bonds a year
under company
Payroll Savings Plan..."**

CHARLES E. WILSON

"General Electric employees are buying more than \$26,500,000 worth of U. S. Savings Bonds a year under company payroll savings plans. Since the inception of our savings plans in 1917, General Electric employees have saved \$445,000,000 of which \$280,000,000 consisted of the purchase of United States Savings Bonds since May, 1941. The record speaks for itself."

The record of General Electric Company, and the records of more than 21,000 other large companies, prove that employees *want* to save the easy, automatic way—the Payroll Savings Plan.

As of November 1, 1950, more than 8,000,000 employees were buying U. S. Savings Bonds *every month*. While the figure was impressive, it was not as large as it should have been—a fact recognized by many companies.

In November and December, top executives of literally thousands of large companies (employing one hundred or more) decided to check their Payroll Savings Plan and endeavor to increase participation to 60% or more.

Here are a few December reports: in one of the larger units of a leading steel corporation, participation went from 20% to 80.6 per cent . . . a well-known independent steel company (13,710 employees) reported 82% participation . . . another large steel company (100,000 employees), 75% participation . . . one plant of a large rubber

corporation climbed to 94% (company average, all plants, 70%—and still going up). Tabulation of all companies exceeding 60% participation in December would literally fill this page.

Higher participation in the Payroll Savings Plan is good for the men and women for whom it builds security. It is good for the company because a saving employee is a better workman, a better citizen. It is good for the country because the month after month purchase of U. S. Savings Bonds by millions of Americans is a most effective check on inflationary tendencies.

Phone, write or wire, now, to Savings Bond Division, U. S. Treasury Department, Suite 700, Washington Building, Washington, D.C. Your State Director has a simple, four-point promotion plan, concluding with a person to person canvass that puts a Payroll Savings Application Blank in the hands of every employee. That's all you have to do—and you'll be surprised at the response from employees who *want* to save.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

SOUTHERN AUTOMOTIVE JOURNAL



**LET'S
ALL
GO!**

9th Annual Southwest Automotive Show

**APRIL
26-27-28-29,
1951**

MAMMOTH DISPLAYS, DEMONSTRATIONS, NEW DEVELOPMENTS in

Automotive Service Equipment, Tools, Parts,
Accessories, Chemicals and other products.

ADMISSION FREE to Members of the Automotive Service Trades...

Garage Owners - Car Dealers - Serv-
ice Managers - Station Operators -
Fleet Owners - Body and Repair Shop
Operators - Mechanics and all Auto-
motive service Personnel.

DAILY ATTENDANCE PRIZES—STEWART-WARNER

Television and other valuable
prizes given daily.



For housing reservations
and other Show information
write **SOUTHWEST AUTOMOTIVE SHOW**
Municipal Auditorium, Oklahoma City, Okla.



SOUTHWEST AUTOMOTIVE SHOW

Municipal Auditorium OKLAHOMA CITY, OKLA.

More News Briefs

(Continued from page 190)

Backlogs May Go Quickly, Floridians Are Told

“WHEN our defense preparations get to the point where it is impractical to stockpile arms and ammunition and war potential, the bulk of manufacturers will return to civilian-goods production, with the result that backlogs will be eliminated in record time.”

That's what Ralph W. Carney, retired vice-president of the Coleman Co. of Wichita, Kan., told one of a series of regional meetings of the Florida Automobile Dealers Association at Jacksonville last month.

The period immediately following the time when American production catches up with defense requirements will be the most competitive era this country has ever seen, providing there is no war, Carney predicted.

“Shortages in most industries may start to become noticeable in April,” he said in regard to the current situation, “but they will be offset by the facts that today's inventories are at an all-time high—both in dollar value and in the number of units, the public's ability to buy because of credit restrictions and taxes has been cut, and the tremendous increase in productive capacity which has occurred and that which is scheduled for the next year.”

He stressed that this high production would have to be maintained and that it was up to the sales forces in the automotive and other industries to see that the goods get to the customer.

Nashville Girl Wins Lion Scholarship

ELIZABETH McKnight, 16, a high-school senior of Nashville, Tenn., has been awarded a \$1,000 college scholarship in the fifth contest sponsored by Lion Oil Co. She is eligible for the grand prize of a \$3,000 scholarship, to be awarded in May.

Elizabeth Whitten of El Dorado, Ark., was awarded second prize of \$100 in the fifth contest and Beverly Lutz of Memphis, Tenn., won third prize of \$50. All essays for the contest are on patriotic subjects selected by students.

W. C. Hamilton Heads New Horry Group

W. C. HAMILTON of Palmetto Chevrolet, Inc., Conway, has been elected president of the new Horry County, S. C., Automobile Dealers Association. Sixteen dealers attended the organizational meeting.

Oliver Miller of Oliver Miller Motors, Myrtle Beach, was chosen vice-president. Eldred E. Prince, Prince Chevrolet Co., Inc., Loris, was elected secretary-treasurer.

Mudd Honored in Maryland

The Automobile Trade Association of Maryland gave a luncheon at the Lord Baltimore Hotel, Baltimore, last month in honor of Thomas B. R. Mudd, new commissioner of motor vehicles for the state. Mudd is an automobile dealer. “We feel that the department of motor vehicles is under the direction of a most capable man,” commented J. C. “Cab” Darrell, the association manager. (More News Briefs on page 196)

NO. 1 AT THE SHOW

GLOBE

REPRESENTED BY
LAWSON-ABBOTT CO.
2017 CEDAR SPRINGS
DALLAS, TEXAS

BOOTH A-172-F

SOUTHWEST SHOW • OKLAHOMA CITY

CURVED RADIATOR NOSE	FAN BELTS
STRAIGHT RADIATOR NOSE	MOTOR MOUNTS
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101. WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-4—Gives full information on Curtis Air Compressors, Curtis Car Washers, and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kilen Avenue, St. Louis 20, Mo.

102. TWELVE PAGE BOOKLET IN COLOR illustrating two specialized materials for ODOOR CONTROL in industrial house-keeping and plant sanitation work. Oakite Products, Inc. 22 Thames St., New York 8, N. Y.

104. FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misleading facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Union St., Toledo 1, Ohio.

108. ATTRACTIVE FOUR PAGE FOLDER showing specifications for several models of Oakite solution—lifting steam guns. Includes all purpose, heavy duty and with high pressure air or steam. Oakite Products, Inc., 22 Thames Street, New York 8, N. Y.

114. AUTOMOTIVE MAINTENANCE TOOLS—New OTC Bulletin A-47 shows the easy, SAFE way to handle automotive repair "tricks"—such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 839 Cedar St., Owatonna, Minn.

119. RAMCO SERVICE MANUAL—5th edition. Illustrates how to combine piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3598 Forest Park Blvd., St. Louis 8, Mo.

123. PERMATX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, cleans preventive and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124. McCORD RADIATOR-CORE CATALOG—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., Riopelle at E. Grand Blvd., Detroit 11, Michigan.

127. HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED — Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

135. HYDRAULIC BRAKE SERVICE IN-

STRUCTIONS AND MAINTENANCE HINTS—Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedures for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

137. DELCO-REMY ELECTRICAL SERVICE—A 20-page 8 1/2 x 11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (54 pictures.) A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

141. NEW PISTON RING CATALOG and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6181 Easton Ave., St. Louis 14, Mo.

142. IGNITION — Catalog on Automotive ignition parts, wire and cable backed by customer satisfaction since 1921. Guaranteed by Andros Mfg. Co., 924 S. Theresa Ave., St. Louis 3, Mo.

144. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK — a simplified reference book for the operation, checking, tune-up and repair of auto, truck and tractor engines. Burd Piston Ring Company, Rockford, Ill.

149. NEW PAMPHLET DESCRIBING UNIT CONSTRUCTION OF Drive Shaft Bushing and Seal Assemblies, Housing Repair Kits, Repair Units, Transmission Case Ball Seats and Special Pinion Bearing Assembly for Chevrolet cars, pick-ups and most GMC pickups. National Machine Works, P. O. Box 4305, Oklahoma City 9, Oklahoma.

161. WHIZ CATALOG NO. 48-C—Describes the complete line of Whiz Automotive Chemicals designed to make cars run better and look better. R. M. Hollingshead Corp., 840 Copper St., Camden, New Jersey; Toronto, Canada.

185. SERVICE MANUAL FOR THE DOCTOR OF MOTORS — comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle, Hagerstown, Indiana.

189. BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 981, Toledo, Ohio.

192. WIRE & CABLE CATALOG—A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merch-

dising Division, Champlain & Chestnut St., Toledo 1, Ohio.

195. CATALOG presenting the entire Yankee line of lamps, mirrors, and specialties in twelve pages. Each item is illustrated text given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. Separate page is devoted to a description of the various point of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

197. SPARK PLUGS — Condensed four page specification folder for passenger cars, including 1951 models. "Plug Check" Indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

203. POROUS CHROME PISTON RINGS —A 4-page folder answering pertinent questions concerning Porous Chrome—the newest development in piston rings. Koppers Company, Inc., Piston Ring Division, P. O. Box 626 Baltimore 2, Maryland.

204 AMERICAN HAMMERED PISTON RINGS—A five color descriptive catalog covering American Hammered Piston Rings and Eoetherlin's. Includes a current specification catalog giving list prices of available sets. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 2, Maryland.

214. THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16 page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., Long Island City 1, N. Y.

216. "BEHIND THE SCENES"—Facts and figures on how heavy duty Ignition Parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., Long Island City 1, N. Y.

223. "WHAT PRICE QUALITY"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., Long Island City 1, N. Y.

233. NEW 48-PAGE BLACKHAWK WRENCH CATALOG NO. W51—List socket, ratchet and open end wrenches and sockets including new "Nuggett" double-duty drive socket wrenches. Blackhawk Mfg. Co., Milwaukee 1, Wis.

242. OIL FILTER MERCHANTISER—Those Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools . . . the Cabinet Merchantiser and Wix Director. Wix Accessories Corp., Gastonia, N. C.

270. COOLING SYSTEMS. WHAT YOU SHOULD KNOW ABOUT THEM—16 pages, concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the various types of cooling systems, helps build a better cooling system service. Warner-Patterson Co., 920 S. Michigan Ave., Chicago 5, Ill.

272. FREE CATALOG BULLETIN NO. 1000 describes Blackhawk's new "portable lift" the J-17 LIFT-POST Hydraulic Jack. Blackhawk Mfg. Co., Milwaukee 1, Wisconsin.

273. COLD SOLDER USED FOR BODY REPAIR — An attractive folder describing the use in the body repair shop of the new KWIKMETAL Cold Solder. Folder describes the fool-proof uses of the new metal filler that applies like putty and hardens almost immediately into metal. Atomised Materials Company, Inc., Magee Building, Pittsburgh, Pa.

280. THE ABC'S OF SELLING SHOCK ABSORBERS — A 20 page, pocket-size "brain tacks" guide to shock absorber sales. Brief, humorously illustrated and down-to-earth. It

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gives full facts on shock inspection, selling techniques and important data on Briggs Shocks with patented plate and new O-Ring Seal. The Briggs Shock Absorber Company, Division of The Gabriel Company, Cleveland 8, Ohio.

346. THE RICHLITE MFG. CO. has available for distribution a colorful and fully illustrated 28 page catalog of exhaust deflectors, rear view mirrors, inside door handles, clothes hangers, gas foot guards and many other quality automotive accessories and parts. Richlite Mfg. Co., 2326 Indiana Avenue, Chicago 16, Illinois.

354. ILLUSTRATED FOUR-PAGE COLOR FOLDER—Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2564 Commerce Street, Dallas, Texas.

355. KOTAFIN CRANKSHAFTS INCREASE BEARING LIFE—A new service booklet, "Stop Bearing Failures," shows the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAFIN process prevents them, also the lengthened bearing life. Storm-Vulcan, Inc., 2564 Commerce Street, Dallas, Texas.

357. VAL-VIN-HED—Attractive catalog sheet containing information about the new VAL-VIN-HED-SILENCER designed to perform three important functions in a motor with overhead valves and rocker arms. Silences valve clicking noise, provides overhead lubrication and protects against moisture condensation. Joe L. Estes Co., Windsor, Ga.

358. BOOKLET AND WALL CHART OUTLINING 21 STEP METHOD OF APPEARANCE RECONDITIONING for used cars and trucks both interior and exterior for the NEW LOOK. R. M. Tollinghead Corp., 740 Cooper Street, Camden 2, N. J.

359. OIL FILTER & REFILL RAPID REFERENCE CATALOG has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross-indexes makes of filters for cars, trucks, buses and tractors. Illustrates and describes Champ Multi-Screen and Standard Refills, plus retailer promotional helps. Champion Laboratories, Inc., Catalog Dept., 122 Charles St., Meriden, Conn.

364. WAGNER BRAKE PARTS CATALOG—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

315. BETTER IGNITION by Delco-Remy—16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Indiana.

317. GRIZZLY BRAKE BONDING CATALOG—Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonder; clamping device and gas and electric ovens for bonding. Complete listing of Saffbond segments and applications. Grizzly Mfg. Co., Paulding, Ohio.

319. NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and dotted for inclusion in jobber salesmen's catalogs. Storm-Vulcan, Inc., 2564 Commerce St., Dallas, Texas.

321. COMPLETE CATALOG DATA BOOK ON SPRAY PAINTING—Binks Catalog 101 is packed with 24 pages of spray painting equipment... everything required for automotive refinishing... spray guns, spray booths, air compressors, complete outfits, extractors, respirators, hose and accessories. Also car washing guns, dusting and cleaning guns. Binks Mfg. Co., 3134 Carroll Ave., Chicago 12, Ill.

322. NEW 32 PAGE CATALOG of lighting and reflecting equipment is now available upon request. Do-Ray Lamp Co., 1458 S. Michigan Avenue, Chicago 5, Ill.

324. ATTRACTIVE FOUR PAGE CATALOG featuring method of operation of the new Waveless Automatic Jet Car Washer. Phillips Pump & Tank Co., 1453 State Ave., Cincinnati 4, Ohio.

329. HOLDERLESS TERMINAL SERVICE KITS for both primary and spark plug wiring are described in the Lynn Lighting Terminal Catalog. Lynn Products Co., 317 E. Ontario St., Chicago 11, Illinois.

331. CELLO GRILLE GUARD catalog pages showing the many types available for both cars and trucks from 1946 to 1951 models. Cello Products Co., E. Boston 25, Mass.

332. SCREWDRIVER HANDBOOK-CATALOG covering over 300 different types and sizes of plastic handle screwdrivers. Contains complete screw reference charts and other important data. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

334. "StyleEngineered Lubrication Departments"—A 22-page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Sales Engineering Company, 5708 Natural Bridge Avenue, St. Louis 20, Missouri.

334. NEW FILKO IGNITION PARTS CATALOG—Big 140-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F. & B. Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

335. DIRECTIONAL SIGNAL SYSTEMS GUIDE showing step by step procedure in servicing direction signal systems. Includes wiring diagram as well as TUNG-SOL flasher unit replacement chart. Tung-Sol Lamp Works, Inc., 95 8th Avenue, Newark 4, N. J.

339. COMPRESSOR BOOKLET containing twenty-four pages analyzing the features embodied in the construction of equipment used and correctness of the related design. Booklet features two stage ball or roller bearings, single stage ball or roller bearing, two stage automatic, single stage automatic as well as compressors for paint spraying, car washers and other related equipment. Champion Pneumatic Machinery Co., 825 North Pleasant Street, Princeton, Illinois.

340. RADIATOR AND WATER CLEANER—catalog describing new radiator and water cleaner. Unit easy to install, priced economically, two models fit all cars, trucks and buses. Cartridge easily and quickly changed. Fram Corporation, Providence 16, R. I.

344. NEW BLACKHAWK JACK CATALOGUE Number 3-59 and Price Schedule. Lists Hydraulic, Hand and Service Jacks from 1 1/2 to 100 ton capacities and includes the J-17 "Lift-Post." Blackhawk Mfg. Co., Milwaukee 1, Wis.

344. LIGHTING ACCESSORIES—Catalog sheets on auxiliary switch panels, toggle push and slide switches, truck and trailer switches, automotive electrical sockets, plus selling aids. Cole-Hersee Co., 34 Old Colony Ave., Boston 27, Mass.

349. SNUGL WHEEL BALANCING CHART—A 3 color Chart suitable for placement on wall of shop, service station or garage shows the pounding forces developed in "Out-of-Balance" Wheel Assemblies at various speeds. This free chart is available from Mid-Western Auto Parts, Manufacturers of Snugl Wheel Balancing Weights, P. O. Box 605, Kokomo, Indiana.

350. MOBILE INFRA-RED OVEN—Technical Brochure describes Auto-Brake, Mobile infra-red oven which dries cars to mirror like finish, granite like hardness in under 30 minutes. Shows profit possibilities from increased refinishing business. American Brake Shoe Co., Kellogg Div., 97 Humboldt St., Rochester 9, N. Y.

351. PACKAGED SPRAY BOOTHS—198 different types of automotive spray booths designed to fit spraying requirements of all car and body shop dealers. Four-page specification brochure gives complete technical details. American Brake Shoe Company, Kellogg Div., 97 Humboldt St., Rochester 9, N. Y.

354. AIR COMPRESSOR CATALOG covers complete line of air compressors for automotive service industry together with selection charts and data to insure selection of ad-

quate compressor capacity. Westinghouse Air Brake Co., Industrial Products Div., Wilmerding, Pa.

355. G-E SAFETY LIGHTING SERVICE MANUAL—Tells how to sell automotive lighting service... How to aim headlamps... What lamps to stock... Fully illustrated and packed with plenty of "know-how." Inquiry Bureau, Lamp Department, General Electric Co., Nela Park, Cleveland 12, Ohio.

359. "DOLLARS FROM DIAGNOSIS"—Tells how to set up and operate a profit paying Diagnosis Department. Shows how Diagnosis increases all-around efficiency and builds customer goodwill. Ask for "Dollars from Diagnosis" and copy of latest Sun Catalog! Sun Electric Corp., 6323 Avondale Ave., Chicago 31, Ill.

362. NEW AUSCO JACK CATALOG—Shows complete line of hydraulic and mechanical jacks, including Floor Jacks, Curb Jacks, Bumper Jacks, new Saf-Lift bi-pod Jack and many others. 18 pages, fully illustrated with complete descriptions and specifications. Auto Specialties Mfg. Co., St. Joseph, Michigan.

363. IGNITION TROUBLE SHOOTING—A technical manual plus catalog on ignition and fuel pump lines, including Bunsen lifetime diagram for fuel pumps and parts. Kem Mfg. Co., Fairlawn, N. J.

366. MAC'S-IT!—An 8 page catalog Kalamazoo punched and tabbed for Weatherly index showing complete line of automotive chemicals. Mac's Super Gloss Co., 6040 N. Figueroa St., Los Angeles 43, Calif.

367. PARKO CATALOG—Describes Parko's 57 laboratory tested automotive products. Each item is illustrated with description of use. Catalog is Kalamazoo punched for easy filing. Park Chemical Company, 8074 Military Ave., Detroit 4, Michigan.

370. EMEROL MFG. CO.—Complete printed information on entire line; Marvel Mystery Oil, Marvel Inverse Top Cylinder Oil, Hi-Mer Motor Tune-up Oil. Shows uses, prices, description, dealer information. Emerol Mfg. Co., 343 W. 69th St., N. Y., N. Y.

371.—NEW INFORMATIVE 1951 CATALOG ON how Dealers make maximum profits selling Douglas Mufflers. Booklet on what a Muffler is. Also available are numerous New Sales Aids for the consumer. Douglas Muffler Mfg. Co., 1916 West Valley Blvd., Alhambra, California.

372.—FAULTY BRAKES—Bad Brakes causes accidents, the any other mechanical defect. A free PEDAL BLOK is yours for the asking. American Brakeblok Div., 4616 Merritt Ave., Detroit 8, Michigan.

373.—NEW CATALOG ready for distribution. A new four page folder illustrating and describing new Model "B" Automatic One-End Lift. Automatic Steel Products, Inc. Canton, Ohio.

374. ELECTRIC WINDSHIELD WIPERS—New fully illustrated 28 page color catalog giving complete information on dual and single models. Also contains motor and parts cross reference chart and detailed application chart for both passenger cars and trucks. American Bosch Corp., 3664 Main St., Springfield 7, Mass.

375. ORIGINAL EQUIPMENT AUTOMOTIVE PARTS—Catalog J-102-L is a complete, illustrated listing of all Weatherhead automotive fittings including hose, hose ends and full line of valve merchandisers. The Weatherhead Co., Dept. D-1, Cleveland 8, Ohio.

376. HOSE ASSEMBLIES CATALOG—20 page catalog showing full line automotive flexible hose assemblies including metal ends and couplers. The Weatherhead Co., Dept. D-1, Cleveland 8, Ohio.

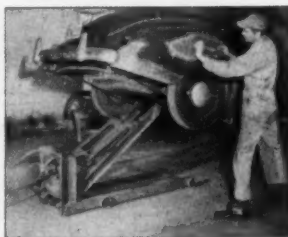
377. PORTABLE INFRA-RED DRYER—A brochure on Durabake Infra-Red refinishing units for reducing paint drying time. Foster & Fressed Steel Corp., Dept. 9, Fostoria, Ohio.

378. STREAMLINED CLUTCH CATALOG NO. CF1A—providing complete listings of ReNo-Accurate Clutch Sets, clutch plates, assemblies and other popular clutch items with vehicle part number interchange for twenty-eight most popular passenger cars, trucks and buses. Accurate Part Mfg. Co., 12434 Euclid Ave., Cleveland 8, Ohio.

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More News Briefs

(Continued from page 193)

Ford Expands Service Training Program

AN EXPANDED service training program, aimed at helping to keep the nation's 47,000,000 cars and trucks rolling and to conserve manpower and critical materials, has been established by the Ford Division of Ford Motor Co., it was announced last month.

Carl T. Doman, service manager, announced last month that 33 permanent division service training schools have been set up across the nation to assist thousands of mechanics in 6,400 Ford dealerships in maintaining quality service.

"It is vital to the nation's defense that we keep our transportation system in good order," Doman said. "We must conserve manpower and critical materials by telling the people how to make their automobiles and trucks last longer."

"Rapid growth in the vehicle population dictated our service expansion. There are some 16,000,000 more vehicles of all makes to keep in service than there were ten years ago. They are older, and dealers have a much bigger job to do."

"The number of Ford cars and trucks has increased from less than 8,500,000 at the start of 1941 to nearly 10,000,000 today. The number of Ford units per dealer is up 21 per cent from the end of 1940."

"Passenger cars today average nearly eight years of age, compared with only five and one-half years in 1940. Fords average nearly nine years, an increase of more than two years during the same period."

"In view of the vehicle population and its increasing age, we must be prepared for the job ahead," Doman said.

Jefferson City Dealers Elect F. J. Pursley

FRANK J. Pursley has been elected president of the Jefferson City, Mo., New Car Dealers Association.

Neil D. McKay is vice-president and George C. Vanosdoll is secretary-treasurer.

Directors include Don F. Riley and Russell W. Sexton.

Southbound Henry J's Go Up in the Air

Four Henry J's took to the air at Miami last month, bound for Buenos Aires.

It was one of the longest flights ever made by an automobile, according to Pan-American World Airways, which carried the cars in its cargo clipper to the Argentine Kaiser - Frazer distributor.

Dealers Split Fifty-Fifty On Territory Question

AN ALMOST 50-50 split of opinion on the question of territory security for car dealers was revealed in tabulations on the survey conducted recently by the Industry Relations Committee of National Automobile Dealers Association.

Replies to the six questions on the survey were received from 8,900 dealer members of NADA.

Among dealers whose manufacturers have dealer-factory councils, 80.2 per cent stated they were satisfied with their council. Of the dealers whose manufacturers do not yet have such councils, 91.6 per cent were in favor of such a council.

A total of 56.2 per cent of the dealers thought their factories had improved dealer relations during 1950.

When asked if they considered their own dealer-factory relations as satisfactory as their competitors', 80.1 per cent answered that they were as satisfactory.

Almost 70 per cent of the dealers said they were receiving new cars and trucks from the factory in a condition which required more than standard make-ready operations prior to delivery to customers.

Present handling and delivery charge is sufficient to properly condition vehicles prior to delivery, it was stated by 51.4 per cent of those replying.

"The Industry Relations Committee feels, as a result of the facts disclosed by this survey, that the year 1950 saw a distinct improvement in the realm of dealer-factory relations," said George F. Ziesmer of Mankato, Minn., who is chairman of the committee.

Wholesalers Consider Ways To Get Fairer Distribution

APPREHENSION that existing regulations will not assure wholesalers a normal share of automotive parts and equipment during the second quarter of 1951 was voiced by the Automotive Parts & Equipment Wholesalers Industry Advisory Committee at its organization meeting at Washington, D. C., last month.

Concern was evidenced that too much of the available production might go into new vehicles and not enough into the maintenance of older equipment. Additional protection for the industry, along the lines provided during World War II, is vital to the maintenance of normal distribution channels, it was said.

The committee recommended that the National Production Authority issue an order to enable manufacturers to obtain materials to produce automotive repair and replacement parts and make provision for the equivalent distribution of such products through normal outlets.

Conserving Scarce Materials

This recommendation will be taken into consideration along with suggestions the industry may make with respect to the conservation of scarce materials, NPA officials said.

Members of the committee said that there are substantial quantities of scrap in the hands of wholesalers that could be returned for the manufacture of new parts and equipment. NPA officials advised wholesalers, through the committee, to make suggestions as to how this scrap, which includes obsolete parts, can best be returned to smelters.

Members of the committee include: M. D. "Buck" Taylor of Andalusia, Ala., who is president of the Automotive Wholesalers' Association of Alabama; Charles M. Scates, Memphis, Tenn.; A. A. Swank, Houston, Texas; H. B. Truslow, Richmond, Va.; Joseph Fischer, Chicago, Ill.; Luther R. Bachman, Allentown, Pa.; S. O. Treland, Chicago, Ill.; James Miller, Newburyport, Mass.; E. S. Ingham, New York, N. Y., and K. R. Crookham, Portland, Ore.

Nelson A. Miller, director of the distributive and service trades division of NPA's Office

of Civilian Requirements, presided at the committee meeting.

"Old-Age" Car Scrappage Is Lower These Days

OLD-AGE passenger cars—those 12 years old or older—are not being scrapped by their own-

ers at prewar rates, according to a study by R. L. Polk & Co., Detroit automotive statistician.

Between 1940 and 1941, 34 per cent of the cars older than 12 years were scrapped. Between 1949 and 1950, however, only 17 per cent of the cars 12 years old and older went off the road.

One reason for the percentage-wise decline in scrappage is that there are no "middle-aged" cars today because of the war interruption. This bracket usually includes units five to ten years old.

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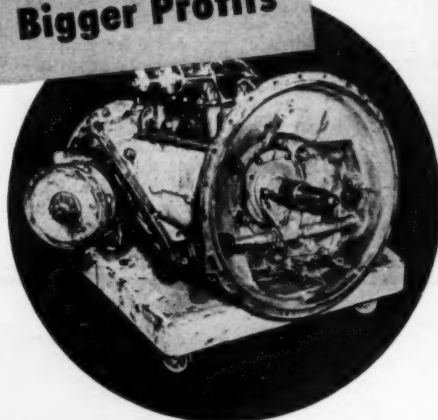
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There are Oakite cleaning compounds designed especially for use in hot or cold tank degreasing, cold-spray or steam-detergent cleaning. Each specialized cleaning compound has built-in reserve cleaning power. Solutions stand up under all kinds of heavy-duty cleaning. These hard-working, long-lasting qualities spell economy for you on all your overhaul and repair work.



FREE Booklet 4401 tells all about motor overhaul—also gives details of time- and money-saving Oakite methods for

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These Kentuckians from 16 communities made a flying trip to Lansing, Mich., to meet the Oldsmobile officials and tour the assembly, "Rocket" engine and forge plants. The group included representatives of 24 Oldsmobile dealerships at Lexington, Lancaster, Harrodsburg, Danville, Richmond, Paris, Glasgow, Lebanon, Elizabethtown, Somerset, Cumberland, Louisa, Harlan, Barbourville, Corbin and Frankfort.

February Car Registrations Are Down from January

FEBRUARY registrations of new passenger cars will total approximately 435,000 units, down some 35,000 from January registrations, according to a report issued March 29 by R. L. Polk & Co., Detroit statistician.

The month will be the best February in the history of the automotive industry, it was indicated, but registrations for the month are expected to be the lowest for any month since February, 1950.

New-truck registrations for February are expected to approximate 83,000 units. In January the total was 88,058 units. Like the passenger-car field, the February total is expected to be the lowest since February, 1950, but higher than figures for that month.

The truck year has started out at a swifter pace than last year, totals for the first two months in states thus far tabulated surpassing 1950 figures from the same states by 25,000 units.

Including cars, trucks and buses produced for military use, factory sales of motor vehicles in February showed a 1.9 per cent gain over January, but were 3.5 per cent below December's figure, according to the Automobile Manufacturers Association.

February factory sales totaled 618,321 units, including 505,865 passenger cars, the AMA said.



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Frank R. Broadway, executive vice-president of the Automobile Dealers Association of Alabama, is shown with the award presented to his organization by the National Committee for Traffic Safety. Looking on at left is R. D. McKay of Wichita, Kan., president of the National Automobile Dealers Association and at right, W. F. Hufstader, vice-president of General Motors Corp. and member of the National Inter-Industry Highway Safety Committee. The Inter-Industry Committee was given a citation for driver education.

Controlled Materials To Start July 1

The government will begin rationing steel, copper and aluminum on July 1 under a controlled materials program, Manly Fleischmann, administrator of National Production Authority, disclosed at a hearing before the House Agriculture Committee.

The program is aimed at assuring supplies of the metals for defense and essential civilian production.

The NPA had previously stated it would put a controlled materials plan into effect later this year but had not revealed the starting date or specific materials to be controlled.

Columbus Dealers Elect Bullard President

DAVID Bullard of Whiteville has been elected president of the reorganized Columbus County, N. C., Automobile Dealers Association.

Noah Braxton of Whiteville is vice-president and A. E. Goldfinch of Tabor City is secretary-

treasurer of the association.

The group voted to hold dinner meetings the third Tuesday of each month and to rotate among the four towns represented. These towns are Whiteville, Tabor City, Chadbourne and Fair Bluff.

It's not every sophomore who can glorify his college with special state license plates but George Hussey of Norwalk, Conn., is able to do it for Duke University. He won the right to choose his own letters by driving for five years without an accident. Connecticut law encourages safety this way.



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Joseph A. Paretti (second from left), Pontiac dealer of New Orleans, was elected president at the annual convention of the Louisiana Automobile Dealers Association April 2-3. Others elected were (l. to r.): W. J. Cleveland of Crowley, vice-president, and A. Dupre Vaeth of Houma, secretary-treasurer. John O. Hofbauer, shown at extreme right, is the managing director of the Louisiana association.

Sellers' Market Will End, Louisiana Convention Hears

A TREMENDOUS effort is going to be required, in many cases, to sell the cars we (the industry) will be able to produce this year," Roy Appleman, assistant general sales manager of the Chrysler Division of Chrysler Corp., asserted April 2 at the annual convention of the Louisiana Automobile Dealers Association, which was held in New Orleans.

Dealers will find in many in-

stances, he said, that "the car you would have been able to sell in 1951 was sold in 1950." He explained earlier that his remarks were strictly his own and did not necessarily reflect his factory's thinking on this subject.

"I submit we are about to enter again into that era that built this industry—salesmanship," Appleman declared.

Paul M. Millions, vice-president of Commercial Credit Co., told the approximately 300 persons attending that automobile dealers as a whole were no more immoral than the strawberry dealer of Louisiana "who puts the big strawberries on top, or the oyster dealer in Maryland who dilutes his oysters with sea water."

Millions urged: "Do a little thinking ahead now, and when the change (in the market) does come, you will be able to know better what you will have to do," suggesting that dealers ascertain just how much volume their companies must do in order to show a profit for their individual operations.

Other speakers included Joseph M. Rault, president of the New Orleans Chamber of Commerce; De Lesseps Morrison, mayor of that city where the two-day meeting was held; R. S. Abbott of Alexandria, NADA regional vice-president, and J. B. Van Tassel, automobile dealer business con-

sultant of Chicago, who cited figures on service and car sales volume.

Cocktails and hors d'oeuvres were sponsored the first day by Ford Motor Co. Cocktails, sandwiches and a floor show concluded the second day's program for the meeting.

Frank B. Ellis was the convention chairman.

Several firms participated in the first exhibits to be held at an LADA convention and Manager Hofbauer announced that this feature would be enlarged next year.

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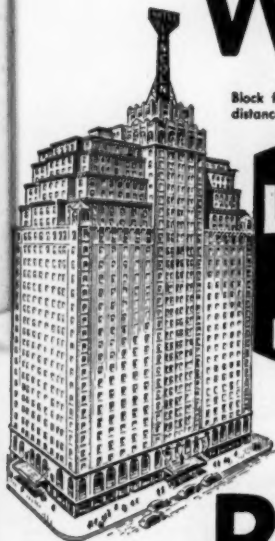


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1. In this issue over 300 advertisers are placing their announcements before the jobbers, dealers, garages and service stations of the nineteen Southern and Southwestern states.
2. The 28,000 copies of this issue reach over 5,500 towns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cities.
3. This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

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These parts and service managers of Lincoln-Mercury's Memphis district are shown at a meeting of their new club in Memphis last month. J. O. Grizzell, district service manager, and J. R. Wilson, district parts and accessories manager, supervised the meeting. "Meetings will be held monthly to discuss ways and means for improving over-all service and parts operation, as well as customer relations," said O. L. Carlson, regional service manager.

Mississippians Meet Oct. 7-9

The annual convention of the Mississippi Automobile Dealers Association will be held this year at the Buena Vista Hotel at Biloxi, Miss., Oct. 7-9, according to an announcement made early this month by George Lemon Sugg, who is the manager of the association.

Poe Succumbs at El Paso

A. B. Poe, Sr., Chrysler dealer at El Paso, Texas, died March 23. One of the oldest Chrysler dealers

in the state, he was a charter member and past president of the Texas Automotive Dealers Association, as well as being a director of the association for a number of years.

George Sugg's Mother Dies

Mrs. Elizabeth Lemon Sugg, 77, mother of Manager George Lemon Sugg of the Mississippi Automobile Dealers Association, died recently. She was a resident of Jackson, Miss., for the greater part of her life.

Ray Chamberlain, convention and exhibition manager of National Automobile Dealers Association, has been appointed a consultant for the Defense Transport Administration. His work will include estimating the need for new-car production, manufacture of replacement parts and allocation of critical materials. He will continue to handle conventions for NADA as before, he stated, since his new duties will require only a part of his time.



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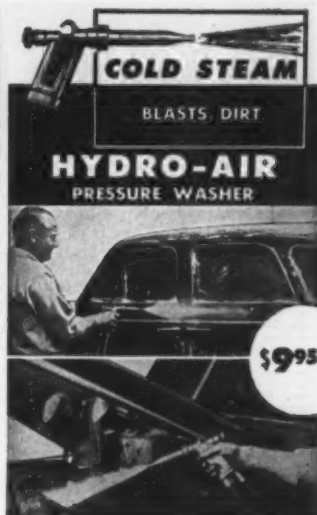


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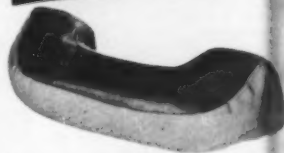
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Wherry MASTER RECAMS

STABILIZE PISTONS

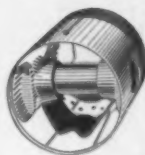
Stop piston slap and oil pumping

WHERRY MASTER RECAMS are spring steel piston expanders designed and engineered for recom-ming and stabilizing previously used factory pistons. They stop piston slap, oil pumping and motor noise. Easily installed — without removing pistons in most cases.

They are nationally accepted and used by thousands of motor repair shops. Millions are in use today. Should be used in every overhaul job . . . that means extra profit.

50c each — regular discounts to the trade.

Clip this ad as a reminder to send for bulletin on Recams.



See our exhibit at
BOOTH A-176

WHERRY ENGINEERING COMPANY

3229 MORGANFORD ROAD

ST. LOUIS 16, MO.



"DUNK AND DRIER BASKET INCLUDED"

Nothing Decarbonizes and Cleans CARBURETORS, FUEL PUMPS, PARTS Like..

GUNK HYDRO-SEAL

U. S. PAT. 2,218,842
GUNK DUNK BENCH Carburetor and Parts Cleaning Kit
New 5 1/2 gal. size deep "Vapor-catcher" design pail.

REFUSE SUBSTITUTES Without the Genuine GUNK trademark, the product may be a cheap imitation . . . partly diluted, will not afford the long life and corrosive protection given by GUNK. Flatly refuse substitutes!

1. Quickly digests and removes carbon gum, paint, lead, makes possible accurate visual inspection and fitting of delicate metering mechanisms jets, and orifices.
2. Lasts more than one year . . . due to Hydro-Seal.
3. Automatic rinsing.
4. Works hot or cold.
5. Patented Performance.

SOLD BY BETTER JOBBERS EVERYWHERE



It's time we got working mad!



As we listen to the latest insults from Moscow, we're likely to get fighting mad.

Instead, we'd better use our heads and get *working* mad.

It is clear by now that Stalin and his gang respect just one thing—strength. Behind the Iron Curtain they've been building a huge fighting machine while we were reducing ours. Now we must rebuild our defenses—*fast*.

As things stand today, there is just *one* way to prevent World War III. That is to re-arm—to become strong—and to stay that way!

This calls for better productivity all along the line. Not just in making guns, tanks and planes, but in turning out civilian goods, too.

Arms must come first. But we must produce arms *at the same time* we produce civilian goods.

We can do this double job if we all work together to turn out more for every hour we work—if we use our ingenuity to step up productivity.

All of us must now make sacrifices for the common good. But we're working for the biggest reward of all—*peace with freedom!*

THE BETTER WE PRODUCE THE STRONGER WE GROW

FOR A FREE COPY OF "THE MIRACLE OF AMERICA"

MAIL THE COUPON to Public Policy Committee, The Advertising Council, Inc., Dept. B.P., 25 West 45th Street, New York 19, N. Y.

Name

Address



SOUTHERN AUTOMOTIVE JOURNAL

Sets the pace

Over the past ten years, Hastings has led all piston ring makers in dollars invested in advertising to car, truck and tractor owners.

● This year, eight popular magazines—including *The Saturday Evening Post*, *Collier's* and *Country Gentleman*—carry your Hastings messages to a total circulation of 110,441,626. That means almost sixteen million copies of each advertisement this year. And every advertisement is half page or full page size.

This advertising leadership, year in and year out, means more ring jobs and more repair jobs for you.

HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN
Hastings Ltd., Toronto



KEEP YOUR CAR
OUT OF THE
DANGER
ZONE

When oil-pumping starts in your car, you can be pretty sure your piston rings are wearing out. And, unless you replace them, you can be very sure you are headed for costly Danger Zone No. 3. Piston rings are designed to take the wear—to be replaced again and again—to save your engine.

So, when your car first needs new rings, ask your motor specialist to replace them with Hastings Piston Rings. They are engineered exclusively for replacement service. They stop oil-pumping, check cylinder wear and restore performance. The more you delay, the more you pay.

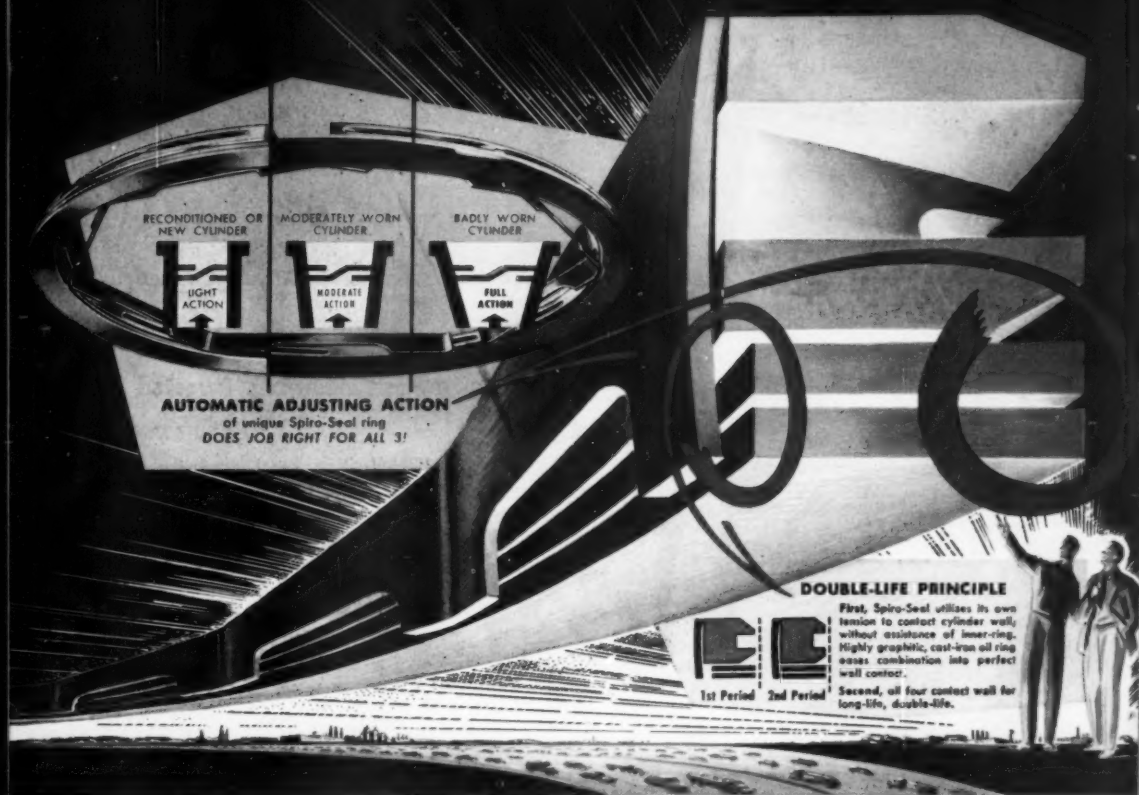
PRATT! And for your Danger Zone No. 3, ask your motor specialist to replace them with Hastings Piston Rings. They are engineered exclusively for replacement service. They stop oil-pumping, check cylinder wear and restore performance. The more you delay, the more you pay.

HASTINGS

POST



2 Unique Ramco Principles:



2 important reasons why:

RAMCO **10^{up}** CURBS WEAR!

RAMCO RE-POWERING Program* Helps You To Help America Fight Premature Car Wear

Here's the program to help you show customers that oil pumping and blow-by are warning signs of serious premature wear. Help America conserve resources by urging customers not to put off Re-Ringing. Sign up for RE-POWERING Station Sign today. See your Ramco Jobber.

*Nationally Advertised in

POST

Colliers

POPULAR MECHANICS

**RAMCO
RE-POWERING
STATION**

It is a combination of distinctive principles like the two shown here that make Ramco 10-Up the truly all-purpose rings for every job, Re-Bore or Re-Ring. Principles like these make Ramco 10-Up Rings look different and perform differently from conventional rings.

Ramco 10-Up Rings are different in performance in that they control oil *primarily through stabilization* rather than pressure. That's why Ramco 10-Up Rings work with equal satisfaction in both new, straight wall cylinders or in worn, tapered cylinders. That's why they are truly all-purpose rings . . . and can be guaranteed for 10,000 miles (one year) on both rings and labor. *That's why:*

**Ramco 10-Up Piston Rings Are Right for Any Job
Re-Bore or Re-Ring . . . Car . . . Truck . . . Bus . . . Tractor**

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